

**SMARTER
TRAVEL**

LONDON BOROUGH OF HARINGEY

SMARTER TRAVEL HARINGEY YEAR TWO EVALUATION REPORT

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Limitation Statement

The sole purpose of this report and the associated services performed by TTR Ltd is to review the second year of the STH programme, in accordance with the scope of services set out in the contract between TTR and LBH. The scope of services, as described in this report, was developed with LBH. This report has been prepared on behalf of, and for the exclusive use of LBH. It should be read in full and no excerpts are to be taken as representative of the findings. TTR cannot accept any responsibility for any use of or reliance on the contents of this report by any third party, or for use of any part of this report in any other context.

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TTR derived the data in this report from LBH and sources available in the public domain covering the time periods outlined in this report. The passage of time, manifestation of latent conditions or impacts of future events may require further examination of the project, and re-evaluation of the data, findings and conclusions in this report. TTR has prepared this report in accordance with the usual care and thoroughness of the consulting profession, with reference to applicable standards, guidelines and practices at the date of issue. For the reasons outlined above, however, no other warranty or guarantee, whether expressed or implied, is made as to the data, observations and findings in this report, to the extent permitted by law.

Contents

Executive Summary	4
Introduction	4
Monitoring and Evaluation Framework.....	4
Key Results and Conclusions	5
Recommendations	11
1 Background	13
1.1 Introduction.....	13
1.2 The Geography of the London Borough of Haringey.....	13
1.3 Travel and Transport in the London Borough of Haringey	15
1.4 Policy Background.....	15
1.5 Smarter Travel Haringey Programme.....	16
1.6 Links to Other Policy Areas	17
2 Activities Undertaken in 2013 and Planned in 2014	19
3 Monitoring and Evaluation Framework	21
3.1 Approach to Performance Management.....	21
3.2 Data Sources.....	21
3.3 Key Performance Indicators	23
4 Results from the Smarter Travel Haringey Programme	24
4.1 Introduction.....	24
4.2 Communications and Marketing.....	24
4.3 Events.....	26
4.4 Public Recognition for STH	34
4.5 Walking.....	37
4.6 Active Travel Grant Projects.....	39
4.7 Cycling.....	42
4.8 Public Transport	54
4.9 Car Use	60
4.10 Travel Plans.....	65
4.11 Traffic.....	69
4.12 Road Safety.....	72
4.13 CO ₂ Levels and Air Quality.....	80
4.14 Mode Share.....	82
4.15 Progress Against Key Performance Indicators and Recommendations from Annual Report 2012-13	85
5 Conclusions	88
5.1 Marketing, Events and Recognition of STH.....	88
5.2 Active Travel.....	89
5.3 Public Transport	91
5.4 Car Use	92

5.5	Travel Plans.....	93
5.6	Traffic and Road Safety.....	93
5.7	CO ₂ Emissions and Air Quality.....	94
5.8	Overall Conclusions.....	94
6	Recommendations	95
Appendix A.....		97
	Residents' telephone survey.....	97
Appendix B.....		108
	Caveats regarding certain datasets	108
Appendix C.....		110
	Roadshow survey template.....	110
	Walk and cycle to the shops survey template.....	111
Appendix D.....		113
	Progress on recommendations from the STH year one report	113
	Figure 1.1: Map of London Boroughs	14
	Figure 1.2: Management Structure of STH	17
	Table 2.1: Key projects 2012-2013.....	19
	Table 3.1: Other data sources used	22
	Figure 4.1: Extract from STH webpages	24
	Table 4.1: Number of page views 2011-13 STH and Road Safety Education web pages	25
	Table 4.2: Number of page views 2011-13 STH Cycling web pages.....	25
	Table 4.3: Number of page views 2012-13 STH other travel web pages.....	25
	Figure 4.2: Oyster card holder	26
	Figure 4.3: Screenshot from Stravel web pages showing results from an active travel journey.....	1
	Figure 4.4: At a roadshow	27
	Table 4.4: Larger roadshows: Number of surveys conducted (September 2012 to August 2013).....	27
	Table 4.5: Gender	28
	Table 4.6: Age.....	28
	Table 4.7: Usual mode of choice whilst travelling in Haringey.....	28
	Table 4.8: Reason for modal choice whilst travelling in Haringey	29
	Table 4.9: Opinion of public transport facilities in Haringey	29
	Table 4.10 Opinion of walking and cycling facilities in Haringey	29
	Table 4.11: Encouraging more use of public transport	30
	Table 4.12: Encouraging more cycling	30
	Table 4.13: Encouraging more walking.....	30
	Table 4.14: Top transport-related issues across Haringey	31
	Figure 4.5: At a Dr Bike session	31
	Table 4.15: Dr Bike sessions 2011 to 2013	32
	Table 4.16: Favoured high street for shopping in LBH	33
	Table 4.17: Frequency of visits to High street / local shops / market	33
	Table 4.18: Mode of transport (a) used to visit the events at shopping areas (b) used most often.....	33
	Table 4.19: Encouraging more residents to walk / cycle to shopping areas.....	34
	Figure 4.6: Awareness of STH (All respondents).....	35
	Figure 4.7: Proportion of respondents that had seen or heard of the different parts of the STH programme (All respondents)	36
	Figure 4.8: Opinions on whether LBH should be promoting Smarter Travel	37
	Figure 4.9: Frequency of walking (All respondents).....	38
	Figure 4.10: Walking intentions (All respondents)	39
	Figure 4.11: CycleFun training.....	40

Figure 4.12: Bike maintenance session	40
Table 4.20: Cycle stands proposed for installation in 2014	42
Figure 4.13: Theft / taking of pedal cycles in LBH between September 2011 and October 2013	43
Table 4.21: Cycle training.....	43
Figure 4.14: Members of the Haringey Primary Schools Cycling League	44
Figure 4.15: Members of the Pedal Power Club	45
Figure 4.16: Children at the Festival of Cycling	46
Figure 4.17: DfT cycle flows for LBH and LB Waltham Forest	47
Figure 4.18: TLRN cycling trends	48
Figure 4.19: Number of bicycles available to each household (All respondents)	49
Figure 4.20: Frequency of cycling (All respondents)	50
Table 4.22: Attitudes to walking and cycling (All respondents unless otherwise stated)	51
Figure 4.21: Cycling intentions of current cyclists (185 respondents).....	52
Figure 4.22: Cycling intentions of non-cyclists (580 respondents)	53
Figure 4.23: Actions from the Council which might encourage residents to cycle (where residents are attracted by the idea of taking up cycling / cycling more in the next year, 238 respondents)	54
Table 4.23: LBH tube station daily flows	55
Figure 4.24: Frequency of underground use (All respondents)	56
Table 4.24: LBH stations entry and exit counts	57
Figure 4.25: Frequency of rail use (National Rail / London Overground) (All respondents)	58
Table 4.25: Boarding in millions on routes through Haringey.....	58
Figure 4.26: Frequency of bus use (All respondents)	59
Figure 4.27: Public transport intentions (All respondents).....	60
Figure 4.28: Zipcar membership LBH 2013	61
Figure 4.29: Zipcar utilisation 2013	62
Figure 4.30: Number of cars available to each household (All respondents)	63
Figure 4.31: Frequency of car use - as a driver (All respondents)	64
Figure 4.32: Frequency of car use - as a passenger (All respondents)	65
Figure 4.33: Pupils with Walking Teddy.....	1
Figure 4.34: Extract from Teddy's Walking Diary	67
Figure 4.35: Mode shares (%) for LBH schools with travel plans	68
Figure 4.36: Local PTP employees	69
Figure 4.37: DfT traffic flows in Haringey and Waltham Forest	70
Figure 4.38: TLRN traffic flows for Haringey and Waltham Forest.....	71
Figure 4.39: LBH - ATC traffic flows.....	72
Table 4.26: KSI Figures – LBH.....	73
Figure 4.40: KSI figures- LBH.....	73
Table 4.27: Child casualties – LBH.....	74
Figure 4.41: Child casualties – LBH.....	74
Figure 4.42: Busology branding	75
Figure 4.43: Theatre in Education performance in a secondary school	76
Figure 4.44: CTC logo.....	77
Figure 4.45: JTA pupils at Coldfall Primary School	1
Figure 4.46: Assunah Primary School Road Safety Walk 2013	1
Figure 4.47: School pupils and campaign banner	78
Figure 4.48: Safe Drive Stay Alive 2013	79
Table 4.28: Road transport CO ₂ levels, LBH – NoLHAM data.....	81
Table 4.29: Estimated CO ₂ emissions from transport	81
Table 4.30: Air quality in Haringey	82
Table 4.31: Londoners' trips by borough of origin 2008-9 to 2010-11	83
Table 4.32: Londoners' trips by borough of origin 2009-10 to 2011-12	83
Table 4.35: Frequency of mode use	85
Table 4.36: Key performance indicators	86

Executive Summary

Introduction

The London Borough of Haringey (LBH) is located in North London. It is an Outer London Borough covering an area of approximately 11 square miles. The latest census data from 2011 shows that LBH's population increased by approximately 42,393 people from 216,507 in 2001 to 258,900 in 2011. This represents an increase of 18%, which is higher than the Outer London Borough average of 12%.

Haringey has good radial transport links into central London by road, underground and rail, but orbital journeys are more difficult by both road and rail. There are a number of cycling and walking routes in the borough and LBH is part of Transport for London's (TfL's) Biking Boroughs initiative.

LBH's Local Implementation Plan (LIP) contains local transport objectives and delivery proposals for 2011-14. A new LIP submission has been agreed by the Mayor of London and funding awarded for the period 2014-17. The Smarter Travel Haringey (STH) programme is funded from the LIP by TfL. It runs until 2017, having been extended from an original three year programme starting in 2011. The STH programme aims to achieve mode shift towards sustainable travel, through activities and events, branding and stakeholder engagement. This is underpinned by robust objectives, which are aligned with targets from the LIP 2011-14. The main objectives are as follows (with relevant new LIP targets for 2016-17 and the longer term shown in brackets):

- Increase cycling to a mode share target of 3% by 2014, from LIP baseline of 1.7% (to 3% by 2016-17 and to 5% by 2026)
- Increase mode share of walking to 32%, from 2007-9 baseline of 31.3% by 2014 (to 39% by 2016-17 and to 35% by 2031)
- Reduce the number of KSIs casualties by 20% by 2014, from 2004-8 average (by 22% by 2016-17 and by 60% by 2031)
- Reduce the number of child casualties by 19.7% by 2014
- Reduce transport related emissions of CO₂ by 20% from 2008 baseline by 2014 - 164 kilotonnes pa to 131 kilotonnes pa (by 34% by 2016-17 and by 45.3% by 2020).

Under each of these objectives, targets relating to Key Performance Indicators (KPIs) have been outlined. All projects implemented under the programme fit into one or more of the following categories: increasing active travel, reducing CO₂ emissions / improving air quality and reducing child casualties.

More information about LBH and the development of the STH programme may be found in chapter 1.

Monitoring and Evaluation Framework

Transport & Travel Research (TTR) Ltd has prepared this annual report on behalf of LBH, working closely with the STH team. This report follows a similar structure to the baseline report and the year one evaluation report covering 2011-12. The aim is to independently evaluate the STH programme against objectives and KPIs and the 2011 baseline report, using a range of data sources. It is important to compare, where possible, data relating to LBH with data relating an area which has not yet implemented a Smarter Travel programme. The

neighbouring Borough of Waltham Forest was chosen because of its similar demographic characteristics and travel behaviour profile to LBH.

A telephone survey of residents in LBH and the control area was conducted in the baseline year of 2011. This provided data on usage of and attitudes towards different modes of travel. The survey is being repeated every two years. Therefore this report considers the results of the first public travel survey after the baseline, undertaken in 2013. Other data sources reviewed include:

- Two travel surveys carried out at larger STH roadshows and at Walk and Cycle to the Shops events
- Additional datasets from LBH
- Datasets from a number of external sources, such as TfL.

The monitoring and evaluation framework is described in more detail in chapter 3. Data limitations are specified where possible.

Key Results and Conclusions

This report presents results from year two of the STH programme over 2012-13 in chapter 4. It then sets out conclusions and recommendations for the programme going forward to ensure its further success (chapters 5 and 6).

Overall, the results from the second year of the STH indicate that there has been positive progress towards achieving the programme's objectives. Seven of the 15 KPIs have been achieved so far. Moreover, the activities undertaken show wider benefits beyond behaviour change to increase sustainable travel. STH is addressing some of the potential actions to enhance active travel set out in the *Better Environment Better Health* report (November 2013) produced by the Greater London Authority. STH's work is also recognised in LBH's *Haringey Third Annual Carbon Report (2013)*, which sets out progress made to reduce carbon emissions in Haringey. Key results and conclusions from the year two STH evaluation report are summarised below.

Marketing, Events and Recognition of STH:

- The STH and Road Safety Education web pages saw a considerable increase in views between 2011-12 and 2012-13, 40% overall and 60% relating to cycling web pages.
- 17% of residents' survey respondents had heard of STH, compared with 10% in 2011.
- These upward trends suggest STH's marketing and promotional work in 2012-13 has been effective in signposting residents to the website and increasing awareness of the STH brand.
- 45 roadshows were held in 2012-13. Other events included six Walk and Cycle to the Shop events, a Festival of Cycling attended by over 1,000 people and 22 organised bike rides. Over 1,800 participants at roadshows and Walk and Cycle to the Shop events were engaged to complete travel surveys.
- 78% of residents' survey respondents agreed that STH was the kind of service LBH should be investing in. This is a positive result, given the pressures on public funding in the current economic climate.

- There is some evidence from the residents' survey that respondents who were aware of or supported STH were more interested in using sustainable modes. For example, among those who support the initiative regular, bus use is significantly higher (76% of supporters use the bus at least weekly, compared with 66% of those not in support); respondents who had heard of STH were significantly more likely than those who had not, to cycle in London at least once a week (24% cf. 14%).
- The Stravel rewards scheme to incentivise active travel was launched in June 2013. At the end of August 2013, there were 220 registered users who had recorded 1,600 journeys and covered nearly 7,000 miles, with 2,500kg of CO₂ saved, 250,000kcal burnt and £1,550 saved.

Active Travel

- A range of active travel projects were carried out in 2012-13, including a number funded via community grants. Most projects focused on cycling, reaching a large number of local people and with encouraging outcomes including:
 - KPIs regarding number of cycle racks and cycle thefts in the borough both met and exceeded
 - 11% increase in number of school pupils receiving cycle training from 2011-12 to 2012-13
 - over 120 children participating in the Haringey Primary School Cycling League
 - over 750 bicycles checked via Dr Bike over a 6 month period in 2013
 - 212 people taking part in organised rides and 35 young people receiving maintenance training via THF community projects.
- Walking and cycling were the usual mode of choice when travelling locally for 23% and 17% of respondents respectively to the survey conducted at the largest STH roadshows. Walking and cycling were the modes used most often for 33% and 23% of respondents respectively to the survey undertaken at Walk and Cycle to the Shops events.
- The residents' survey indicated that 93% of respondents walk in London on a weekly basis, an increase from 2011, and higher than the corresponding proportion of respondents from the control area of Waltham Forest. This survey suggests there is potential to increase rates of walking even further.
- The picture regarding mode share for cycling is less clear. The residents' survey found that 16% of respondents cycle in London on a weekly basis, and similar to the corresponding proportion of Waltham Forest respondents. The percentage of respondents never cycling in London increased significantly over 2011 to 2013, from 45% to 61%. There was a 9% decrease in the proportion that cycled in London less than once a month and marginal decreases in the proportions who cycled at other frequencies. Over the same period, bicycle ownership among respondents decreased slightly. These results may have been affected by recent publicity concerning cyclist fatalities in London and the timing of the survey which mostly took place after the end of British Summer Time.
- DfT and TRLN data, however, indicate an overall increase in cycle flows over 2012 and 2013. It may be that the most frequent cyclists are making more trips by bicycle.

- A number of active travel projects are still ongoing and it may be that there will be a time lapse before positive impacts are seen within cycling mode share data for Haringey residents. The residents' survey indicates there is potential to increase cycling.
- The residents' survey also indicated some concerns about cycling, in particular about provision of local cycling facilities and lacking confidence to cycle. However, respondents to the survey distributed at larger STH events had relatively favourable views about walking and cycling facilities. This suggests that people who were engaged at STH events had a more positive perception of active travel facilities locally.
- Findings from the residents' survey concerning incentives to cycle reflect the results on attitudes to walking and cycling. The most popular incentive, was more/better cycle lanes/routes, followed by better education of drivers/motorists. Cycle lanes were also identified as important incentives by respondents to the surveys conducted at larger STH events at Walk and Cycle to the Shops events.
- A number of active travel projects undertaken in 2012-13 provide access to bicycles for groups who might not otherwise have tried cycling. These are useful initiatives, given the residents' survey findings relating to cycling.
- The active travel projects show potential for lasting impact after they have formally completed. They also provide examples of how wider benefits beyond increasing sustainable travel may be obtained; for instance, improving health, social cohesion and routes to employment.

Public Transport

- During 2012-13, the Busology project encouraged good behaviour on buses among secondary school pupils. Greater use of public transport was encouraged via the PTP pilot.
- Data on public transport usage were collected from surveys and passenger flows recorded at stations and ticket machines. However, the passenger data covers both Haringey residents and people from outside the borough.
- Evaluation results regarding underground use are encouraging. Four of the six underground stations in Haringey saw an increase in average daily flows between 2011 and 2012.
- The proportion of residents' survey respondents that use underground for five or more days per week increased significantly compared with 2011, from 15% to 21%. The proportion of respondents using the underground on at least a weekly basis (59%) is significantly higher than compared with respondents from Waltham Forest (45%).
- Average daily flows at all of Haringey's 12 rail stations increased from 2010-11 to 2011-12. The residents' survey findings regarding rail use were mixed. For example, 22% of respondents travel by train on a weekly basis, compared with 28% of residents in Waltham Forest; the proportion of respondents that travel by rail either two-four days per week increased, from 7% to 10%; the proportion of respondents who never travel by rail in London increased from 10% to 17%.
- From 2011-12 to 2012-13, passenger numbers decreased on bus routes through Haringey. However, the residents' survey found that the most frequent bus users increased significantly compared with 2011, with 33% of respondents travelling by bus at least five days per week (26% in 2011).

- Residents' survey respondents were significantly more likely than Waltham Forest respondents to be frequent bus users. 75% of Haringey respondents travel by bus on at least a weekly basis, compared with 49% of Waltham Forest respondents. The residents' survey indicates there is potential to increase rates of public transport use further.
- Public transport compared well with the car, as shown by the residents' survey. Although half of respondents agreed that driving was more convenient than public transport, similar percentages disagreed that they only used public transport when they had no other option and that driving was cheaper than using public transport.

Car Use

- The residents' survey indicates that car use decreased between 2011 and 2013. Compared with Waltham Forest in 2013, the proportion of respondents that drive a car themselves at least five or more times per week is significantly lower, 22% cf. 36% in Waltham Forest, as is the proportion that drive by car at least once a week, 49% cf. 63% in Waltham Forest.
- For respondents to both the survey conducted at larger STH events and the survey undertaken at Walk and Cycle to the Shops events, the car was the least popular mode of choice (13% of citations in both surveys).
- London wide travel survey data for 2009-10 to 2011-12 indicate a lower mode share for car and motorcycle use in Haringey (28%) compared with Waltham Forest (40%), and Outer London boroughs (49%) and Greater London overall. Comparing this survey data over the periods 2008-9 to 2010-11 and 2009-10 to 2011-12, the mode share for car and motorcycle decreased from 31% to 28% in Haringey, while mode shares for car and motorcycle remained the same for Waltham Forest and Outer London boroughs and Greater London overall.
- Haringey residents have good access to car clubs, with 75 available across the borough. Evaluation results regarding car club use are encouraging. Membership has steadily grown over the last two years, with an overall increase in utilisation of available cars.
- These positive results appear to be in line with the increase in use of some sustainable modes indicated by the various surveys.

Travel Plans

- Work on schools mode shift has increased, with the number of schools with travel plans increasing more than twofold from 2011-12 to 2012-13. Two schools received awards from external schemes in recognition of their work.
- STH continues to provide support and monitoring for workplace travel plans required through the development process. STH also actively works with the business community to encourage the voluntary adoption of travel plans and other sustainable transport initiatives. 11 of the larger organisations have implemented workplace travel plan measures such as cycle training.
- A personal travel planning (PTP) scheme was piloted in 2012-13. Outcomes included:
 - 13 part time green jobs created for PTP advisors

- 3,365 households were engaged (36.9% of all those visited)
- 1,424 households (15.6% of all those visited) requested a range of PTP resources including 666 cycling guides, 1126 walking guides, and 602 *Greener Driving* guides.

Traffic and Road Safety

- Traffic count data from external sources indicate an overall decrease in traffic over 2012-13. The reduction in traffic levels appears to be in line with the various survey findings showing a decrease in car use and an increase in use of some sustainable modes over 2011-13.
- The residents' survey inquired about incentives to cycle (more), with findings reflecting the above results on attitudes to walking and cycling. The second most popular measure was better education of drivers/motorists. Heavy traffic and road safety was the second most cited transport concern among respondents to the survey carried out at larger STH events. These results suggest STH has been right to invest in a number of road safety campaigns over 2012-13, and should build on this work in future.
- A range of road safety projects were carried out in 2012-13, engaging a large number of local people, including hard to reach groups. For example, 169 secondary school pupils took part in the Busology project, over 10,000 children are members of the Children's Traffic Club, Theatre in Education performances were viewed by 1,800 infant/primary school pupils, and around 500 people participated in a community event at Assunah Primary School.
- These projects also demonstrate the wider benefits of STH's work, such as tackling anti-social behaviour, and building life skills for children and young people.
- It is not clear how long it would take for the impacts of these campaigns to translate into reductions in road casualties. According to provisional 2013 data, the KPI for reducing overall casualties has not been met, with figures higher than the 2004-8 baseline. Most of the 2012-13 projects were targeted at children and young people, and the KPI for child casualties has been achieved and exceeded according to provisional 2013 data. This is a major achievement.

CO₂ Emissions and Air Quality

- There is a time lag regarding availability of CO₂ emissions data for the borough. One of the datasets reviewed indicated a 1% decrease in emissions from 2011 to 2012.
- Air quality has fluctuated in the last five years in Haringey. Measurements can be affected by a number of factors including weather conditions. PM₁₀ levels in 2013 were higher than in 2008 at the two sites monitored, although were within the limits set by the Government's Air Quality Strategy Objective 2013. NO₂ levels were higher in 2013 than in 2008 at one of the monitoring sites, but lower in 2013 than in 2008 at the other site. Levels at the latter site were within the limits set by the Government's Air Quality Strategy Objective 2013.

Key Performance Indicators

The following table illustrates progress against KPIs during year two of the STH programme.

Objective & KPIs	Target	Baseline of STH	Year 1 STH results	Year 2 STH results	Data source	RAG Rating
	2014	2010-11 (12 months to Sept 2011)	2011-12 (12 months to Sept 2012)	2012-13 (12 months to Sept 2013)		
Increase cycling to a mode share target of 3% by 2014						
No. of cycle racks in the borough	650	534	667	667	LBH	Green
No. of households with a bicycle available to them	50%	44%	N/A (survey not undertaken)	41%	Resident questionnaire	Red
Non-cyclists "attracted to cycling in next year and probably will"	10%	6.6%	N/A	8%	Resident questionnaire	Amber
Mode share	3%	1.7% (06-07 – 08-09)	1.3% (08-09 – 10-11)	2% (09-10 – 11-12)	LTDS	Amber
Number of cycle thefts	483 or below	483	444	298	Metropolitan Police	Green
Increase mode share of walking to 32% from 2007-9 baseline of 31.3% by 2014						
No. of people "attracted to walking more in next year and probably will"	65%	58.9%	N/A	52%	Resident questionnaire	Red
Mode share	32%	31.3% (06-07 – 08-09)	35.3% (08-09 – 10-11)	38% (09-10 – 11-12)	LTDS	Green
Reduce the number of adult KSIs casualties by 20% by 2014 from 2004-8 average by 2012						
Reduce the number of child casualties by 19.7% by 2014 from 2004-8 average by 2012						
Number of KSI casualties	80	78	107	105	TfL/LIP (2010 baseline)	Red
Number of child traffic casualties	77	93	72	72	TfL/LIP (2012 baseline)	Green
Reduce transport related emissions of CO ₂ by 20% from 2008 baseline by 2014						
% of people agreeing "I often drive short journeys where I could walk or cycle instead"	30%	35.5%	N/A	35.8%	Resident questionnaire	Red
% of people agreeing "having a car is essential to me"	65%	76.5%	N/A	74.8%	Resident questionnaire	Amber
Overall level of CO ₂	131 kilotonnes	168 kilotonnes	166.3 kilotonnes	165.5 kilotonnes	NoLHAM / LEGGI	Amber
Marketing and promotion						
No. of website visitors per year	1,000	361	1,537	2149	LBH	Green
No. of roadshows held	10	2	20	52 (including Walk & Cycle to Shops & Festival of Cycling)	LBH	Green
No. of individuals interacted with at roadshows (via survey completion)	5,000	-	1,830	1864	LBH	Green

RAG (Red, Amber & Green) Rating Key	
KPIs with results worse or same as 2011 baseline	Red
KPIs with results better than 2011 baseline but still some way off from target	Amber
KPIs with results exceeding, meeting or nearly meeting target	Green

Recommendations

Recommendations are summarised below. These are set out in more detail in chapter 6.

- Consider further ways of monitoring the reach of STH events.
- Given the increases in walking, all STH projects should make sure they explicitly promote walking, where appropriate, and the STH team should consider whether it would be appropriate to develop any further resources to promote walking.
- To get the best value from Smarter Travel cycling projects, work with TfL to consider how best to integrate these with infrastructure developments, both in terms of implementation and reporting.
- Consider expanding existing mechanisms or introducing new ways of providing access to bicycles for people who might not otherwise cycle. There are various options or combinations of options that could be employed, depending on the target group.
- It may be appropriate to hold some discussions with cycle trainers, or others with expertise, to understand the apparent substantial increase in the number of residents who 'never cycle in London' – and to gain further insight into whether this is a real happening, or just an unfortunate quirk of the data.
- Explore with external sources whether it is possible to obtain any public transport passenger data for Haringey residents specifically.
- Given the potential to increase public transport use and relatively positive attitudes to this mode indicated by the various surveys, consider whether dedicated public transport projects should be implemented in future. An alternative would be to make public transport more of a focus within workplace or personal travel planning.
- Introduce a target relating to more sustainable car use. The specific target should be determined depending on the feasibility of collecting indicator data and the likelihood that results will not be affected by confounding factors.
- Given the growth in membership and use of car clubs, and the potential to increase this further, consider ways of more actively promoting car clubs.
- Within the schools mode shift project, consider whether more can be done to influence parents and other guardians who have a gatekeeping role in relation to children's access to and use of sustainable modes.
- Consider setting a target relating to schools mode shift.
- Evaluate the lessons from the delivery of the PTP pilot to inform whether/how this scheme should be extended. The longer term impacts in terms of modal shift should also be assessed.
- Continue the investment in road safety campaigns. One focus should be on making roads safer for cyclists, by targeting drivers, motorcyclists, cyclists and potential cyclists. It may also be useful to further understand where the improvements in child cycling casualties have been achieved.

- The STH team should develop stronger ties with transport planning, public health, leisure services and the environmental team within LBH, given the strong policy and project links between these areas.
- In future annual reports, more information could be provided on how different projects are funded. This could provide the opportunity to highlight any successes in bidding for and securing external funds.
- Ensure that evaluation of all projects covers: project outcomes/impacts including wider benefits beyond mode shift; project processes and lessons, and their transferability to existing/future projects; and project legacy. This might be particularly useful when addressing the barriers to cycling which were identified from the various surveys.
- To be consistent, ensure all relevant targets state the baseline figures.
- It may be appropriate to review the validity of two KPIs: No. of people “attracted to walking more in next year and probably will” and Non-cyclists “attracted to cycling in next year and probably will”.

1 Background

1.1 Introduction

1.1.1 The duration of the Smarter Travel Haringey (STH) programme was initially three years, from September 2011. It has since been extended by a further three years, from 2014-17. This report is the second annual evaluation of the programme, covering 2012-13. The report evaluates the programme against key targets and objectives set out in the Smarter Travel Strategy, using the monitoring mechanisms set out in the baseline report from 2011.

1.1.2 The report is structured as follows:

- This section provides background regarding the LBH and the STH programme
- Chapter 2 outlines STH activities undertaken in 2012-13 and planned in 2013-14
- Chapter 3 presents the monitoring and evaluation framework utilised
- Chapter 4 evaluates the STH programme two years on
- Chapters 5 and 6 present conclusions and recommendations for the future to ensure the programme's continuing success.

1.2 The Geography of the London Borough of Haringey

1.2.1 The London Borough of Haringey (LBH) is located in North London and is classified as an Outer London Borough, as per the London Plan. It covers an area of approximately 11 square miles and is bounded by the Boroughs of Enfield, Waltham Forest, Hackney, Islington, Camden and Barnet.

Figure 1.1: Map of London Boroughs



Source: PRO-ACTIVE LONDON, www.pro-activelondon.org

1.2.2 The latest census data from 2011 shows that LBH's population increased by approximately 42,393 people from 216,507 in 2001 to 258,900 in 2011. This represents an increase of 20%, which is higher than the Outer London Borough average of 12%. LBH's population increase is more closely aligned to that of an Inner London Borough, where the average has been 17% over the last ten years. The Office for National Statistics estimated that the population would increase very slightly to 258,912 by September 2012. Approximately 30% of LBH's population live in central and eastern areas in the borough, which are among the 10% most deprived in England.

1.2.3 Alexandra Palace, Bruce Castle and Tottenham Hotspur Football Club are among the numerous local attractions in the borough.

1.3 Travel and Transport in the London Borough of Haringey

- 1.3.1 The 2011 census data showed that there were 61,515 vehicles available in the borough compared to 62,949 in 2001. The number of households in LBH increased from 92,170 in 2001 to 101,955 in 2011, meaning that there is still less than one vehicle per household in the borough. The 2011 census data indicated that 52% of households in LBH did not have a car and 38% of households in LBH had one car. The reduction in vehicle availability when combined with population growth in the borough during 2001-11 means there is a downward trend in private car use. The 2011 census also provides data on how residents travel to work. These data are reported in section 4.13 on mode share.
- 1.3.2 A 2013 residents' survey found higher levels of car ownership than the census data, but still indicated one third of residents did not have a car (see section 4.9 on car use.)
- 1.3.3 Haringey has good radial transport links into central London by road, underground and rail, but orbital journeys are more difficult by both road and rail. Most of the 40 bus routes operating in the borough are radial. The borough has three underground lines: Victoria, Northern and Piccadilly, and 6 London underground stations. There are three rail lines: West Anglia, Great Northern and London Overground, and 12 rail stations.
- 1.3.4 There are a number of cycling and walking routes in the borough, including London Cycle Network (LCN) 7 from Wood Green to Elephant and Castle, LCN 14 from Islington to Alexandra Palace via Hornsey and Greenways Parkland Walk links (North and South). In addition, two Cycle Superhighways are planned to open in 2015: CS1 from Tottenham to The City and CS12 from Highgate to Angel. There is also an ongoing programme of maintenance of footways across the borough.
- 1.3.5 LBH is part of TfL's Biking Boroughs initiative. This three year programme was launched in 2010 to get more people cycling, improve facilities and highlight safety awareness locally.

1.4 Policy Background

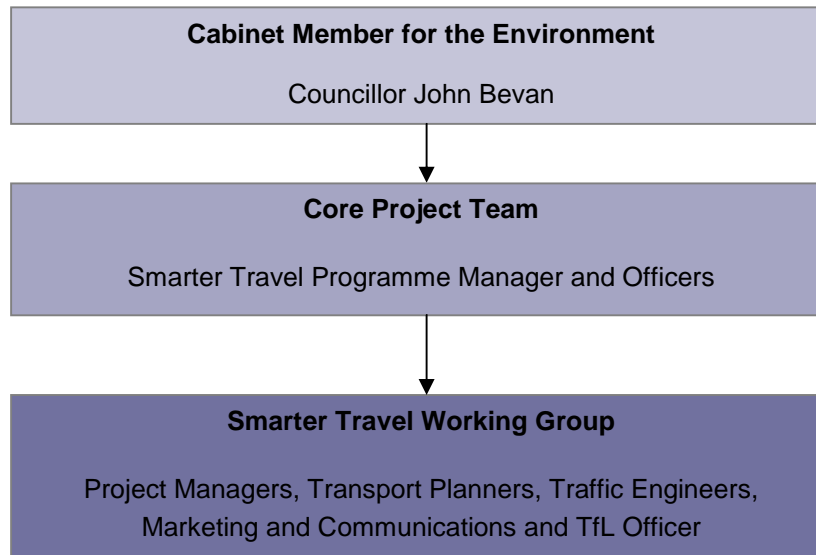
- 1.4.1 The Mayor's Transport Strategy (2010) sets out the policy context for planning, management and development of transport in London until 2020. LBH's LIP contains local transport objectives and delivery proposals for 2011-14. It also provides longer term proposals and programmes to implement the Mayor's Transport Strategy over 2011-31. A new LIP submission has been agreed by the Mayor of London and funding awarded for the period 2014-17.
- 1.4.2 In 2010, LBH's Sustainable Transport Commission, made up of residents, councillors, and national and local experts, reviewed borough transport policies. It recommended that a greater proportion of their budget should be spent on Smarter Travel initiatives.
- 1.4.3 This recommendation was endorsed by LBH's 2011 Overview and Scrutiny Committee, who expressed their support for mode shift towards sustainable travel in the borough. The Committee recommended a coordinated and dedicated programme to achieve this mode shift, through activities and events, branding and stakeholder engagement, all underpinned by robust objectives.
- 1.4.4 The STH programme is funded from the LIP by TfL. The STH programme also aligns with and supports the Mayor's Transport Strategy; in particular, the ambitions to: create a cycling revolution in London, support economic development and enhance the quality of life for all Londoners. The Mayor's

Transport Strategy recognises the important role that Outer London town centres, such as those in Haringey, play in realising these ambitions.

1.5 Smarter Travel Haringey Programme

- 1.5.1 Smarter Travel is an essential tool in managing demand for transport and encouraging people to alter their behaviour through information provision, travel planning and publicity. Smarter Travel can bring about many benefits to both the individual resident and the wider borough which include: safer and healthier lifestyles, reduced CO₂ levels, improved air quality and reduced congestion.
- 1.5.2 LBH's STH programme runs until 2017, having been extended from an original three year programme starting in 2011. The programme comprises a range of schemes and initiatives to encourage a modal shift toward more sustainable forms of transport. All projects implemented under the programme fit into one or more of the following categories: increasing active travel, reducing CO₂ emissions / improving air quality and reducing child casualties.
- 1.5.3 Programme objectives are aligned with targets from the LIP 2011-14. The main objectives are as follows (with relevant new LIP targets for 2016-17 and the longer term shown in brackets):
- Increase mode share of cycling to 3% by 2014 from LIP baseline of 1.7% (to 3% by 2016-17 and to 5% by 2026)
 - Increase mode share of walking to 32% by 2014 from LIP baseline of 31.3% (to 39% by 2016-17 and to 35% by 2031)
 - Reduce the number of all KSIs casualties by 20% by 2014 from 2004-8 average (by 22% by 2016-17 and by 60% by 2031)
 - Reduce the number of child casualties by 19.7% by 2014 from 2004-8 average
 - Reduce transport related emissions of CO₂ by 20% from 2008 baseline by 2014 (by 34% by 2016-17 and by 45.3% by 2020).
- 1.5.4 Under each of these objectives, targets relating to KPIs have been outlined. For example, the number of cycle racks in the borough, number of households with access to a bicycle, and the number of roadshows and other events held. A full list of KPIs is shown in table 4.36, section 4.15.
- 1.5.5 Figure 1.2 details the governance structure for the STH programme. Councillor John Bevan, Cabinet Member for the Environment, governs the programme, with core project team and a working group. The latter comprises LBH officers, TfL stakeholders and representatives from the London Borough of Enfield.

Figure 1.2: Management Structure of STH



Source: LBH

1.6 Links to Other Policy Areas

- 1.6.1 In 2013, a partnership of three London Boroughs, Hackney, Haringey & Islington, were successful in winning multi-year funding from the London Mayor Air Quality Fund to establish the 'Cleaner Air 4 Manor House & Finsbury Park Education' scheme. This scheme develops several Smarter Travel concepts further, with a focus on school children and their parents as the target group within a tight geographic focus. The scheme will raise awareness of air quality among school children, to reduce the exposure of children to poor air quality and to improve air quality through a reduction in vehicle idling and modal shift to sustainable modes of travel.
- 1.6.2 LBH has committed to reduce CO₂ emissions by 40% by 2020 and established a Carbon Commission. Working with local groups, the Commission developed recommendations to aid the transition to a low carbon economy. A full strategy is set out in the *Haringey Carbon Commission Report: A Sustainable New Economy (October 2012)*. The recommendations include investing in low-carbon transport. For this recommendation, three priority areas of action were identified: working with local people to identify required improvements to cycling infrastructure, developing the market for alternative fuelled vehicles, and developing strong shared transport plans with neighbouring boroughs to tackle the 88% of journeys that start and end outside the borough (including lobbying for investment in public transport).
- 1.6.3 Another key policy area is personal health. Similar to many other London boroughs, LBH is facing multiple health challenges, including high levels of obesity in adults and children caused by changes to lifestyles resulting in increasing levels of inactivity. There is a recognised need to increase the number of people walking and cycling, and reduce reliance on the private car. Comprehensive borough-wide

programmes that target major trip generators such as schools and workplaces are seen as a key tool in improving the population's health.

- 1.6.4 LBH and NHS North Central London have produced a *Health and Wellbeing Strategy 2012-15 (May 2012)*. One of the stated priorities is to increase physical activity, and related actions include: continuing to invest in Smarter Travel options, developing the Biking Borough programme to make all roads 'bike friendly' and continuing to encourage parents to walk their children to school.
- 1.6.5 STH also links to land use policies which are set out in the current Unitary Development Plan for Haringey.

2 Activities Undertaken in 2013 and Planned in 2014

2.1.1 The following table summarises the main projects undertaken as part of the STH programme from September 2012 to August 2013.

Table 2.1: Key projects 2012-2013

PROJECT	DESCRIPTION
Marketing, publications and events	
Marketing and website	Supports all other projects with promotional materials. Includes two films made promoting road safety and sustainable transport.
Roadshows	Marquee or trailer taken to various events or on-street, to promote sustainable transport
Walk and Cycle to the Shops	Roadshow with three events in two areas, with specific questionnaire asking residents how they get to their local shops
Annual report	Report evaluating progress of STH programme against 2011 baseline and key targets and objectives set out in the Smarter Travel Strategy
Active travel	
Active travel projects	6 projects run by various community/local organisations. All aimed at encouraging people to travel more actively, most cycling focussed but one project promotes all sustainable travel.
Cycle training	Typically individuals aged 9 and over, and school year 5-6
Haringey Primary Schools Cycling League	Set up by North Haringay School with support from STH. Now five primary schools involved in league of racing teams.
Organised cycle rides with British Cycling	Organised rides in Haringey for all residents with British Cycling. Breeze Rides are women only.
Pedal Power	Cycling for disabled people in Haringey, Islington and Hackney
Festival of Cycling	In partnership with London Boroughs of Hackney and Islington, STH organised festival inviting residents from all three boroughs to celebrate the many benefits of cycling.
Bike It +	Delivered by Sustrans, this scheme aims to increase levels of cycling to schools through tailored assistance and activities to meet each school's needs and create pro-cycling culture. Seven schools currently involved.
Dr Bike	Supports residents by providing bike mechanics at various events or on schedule in various parks to fix their bikes for free
Stravel	Online active travel reward scheme

Travel plans	
Schools mode shift	Encourages all schools to have travel plans, including a new walking initiative this year, 'The Walking Teddy Club'
Residential, workplace and other destination travel plans	Travel plans implemented through the development process with a longer term view. Also actively work with business community to encourage voluntary adoption of travel plans and other sustainable transport initiatives.
Personal travel planning: Community Involvement for Sustainable Change	Pilot project reaching almost 10,000 households in two wards, Northumberland Park and White Hart Lane, to encourage a change in travel behaviour away from car
Road safety education	
Busology	Bus behaviour competition for secondary schools.
Schools road safety	Supporting schools to deliver road safety messages by ensuring that, for example, children's traffic club is taken up in children's centres, and schools are supported to have Junior Travel Ambassadors. Also funds road safety theatre in education aimed at various age groups.
Road safety campaigns	Small project which funds initiatives such as discouraging parking on zigzag lines and anti-idling campaigns
Safe Drive Stay Alive	Nationwide road safety production delivering key messages to 16 -19 year olds who are pre-drivers
Vulnerable elderly road users	Due to a rise in older people being killed or seriously injured, work undertaken with community centres. Also investment in some guides to reach these people to remind them, for example, to have their eyes regularly checked. NB this project did not commence until November 2013, so will be reported on in the third evaluation report.
Right Gear	Provision of free motorcycle training courses, plus awareness campaign including working with local employers.

2.1.2 These projects may continue next year. It is intended that this report will inform project planning for 2014 onwards. STH is also involved in the first phase of an EU funded project, Personal Travel Planning Cycle. Delivery will start in spring 2014.

3 Monitoring and Evaluation Framework

3.1 Approach to Performance Management

- 3.1.1 This section outlines the monitoring and evaluation framework used to report on the progress of the STH programme. The aims of the framework are to be independent, use reliable data, isolate outside factors by using a reliable control area and be compatible with existing data monitoring mechanisms.
- 3.1.2 To assess the success of the STH programme, it is important to compare, where possible, data relating to LBH with data relating to an area which has not yet implemented a Smarter Travel programme. For the purpose of this study, the neighbouring Borough of Waltham Forest was chosen because of its similar demographic characteristics and travel behaviour profile to LBH, as derived from 2001 census data. Like Haringey, Waltham Forest is an Outer London Borough in North London. The 2011 census data indicated Waltham Forest had a population of 262,600, a similar size to Haringey.

3.2 Data Sources

- 3.2.1 A telephone survey of residents in LBH and the control area was conducted in the baseline year of 2011. The survey is at **Appendix A**. This provided data on usage of and attitudes towards different modes of travel. The survey is being repeated every two years. Therefore this report considers the results of the first public travel survey after the baseline, undertaken in 2013. It should be noted that most of the 2013 survey period occurred after the end of British Summer Time, while the baseline survey was conducted before the end of British summer time.
- 3.2.2 During the 2013 survey, a representative sample of 765 LBH residents aged 16 and over were interviewed between 18 October - 17 November 2013, alongside a control cell of 252 residents in Waltham Forest. Most of the survey results featured in this report relate to the full sample of 765 respondents, although some results reported are associated with smaller numbers of respondents. The sample base is indicated for each set of results featured.
- 3.2.3 A bespoke questionnaire was used for this survey. The questionnaire used in the baseline research in 2011 was updated to include questions to explore awareness of specific STH initiatives implemented since the baseline research. At a borough level, targets were set by age and gender so that a full cross section of the population took part in the research. After fieldwork, weights were applied to the data by gender and age to correct any differences in the sample profile relative to the borough's population. This approach replicated that used for baseline research in 2011. Key survey results are referred to in this report. A full, separate report on the survey results has been produced by BMG Research: *Smarter Travel Haringey - Attitudinal Research 2013, (December 2013)*.
- 3.2.4 A range of other data sources has been used to assess the success of the STH programme in 2013. These are summarised in table 3.1, and include two additional surveys carried out at larger STH roadshows and at Walk and Cycle to the Shops events. Where possible the data used in the baseline report has provided the starting point for the analysis.

3.2.5 Datasets cover different annual periods, or parts of a twelve month period. For each source, the most recently available data has been analysed and the period covered is specified in section 4 which reports on the monitoring and evaluation results. It should be noted that there is a time lag with some datasets, which relate to periods prior to 2013. For some datasets a number of caveats and limitations have been identified by the sources providing them. These caveats are set out in [Appendix B](#).

Table 3.1: Other data sources used

	Data	Source
1	Project progress reports, with samples of marketing material and images	LBH
2	LBH website hits	LBH
3	Report on results from Smarter Travel questionnaire distributed at all larger STH roadshows	LBH
4	Report on results from Smarter Travel questionnaire distributed at Walk and Cycle to the Shops events	LBH
5	Cycle parking: cycle stands installed in Haringey	LBH
6	Cycle thefts in Haringey	Metropolitan Police
7	Cycle training: numbers trained in Haringey	LBH
8	Underground station counts in Haringey	TfL
9	Rail station counts in Haringey	Office of Rail Regulation (ORR)
10	Bus usage data for routes through Haringey	TfL
11	Car club usage and membership in Haringey	LBH
12	Electric vehicle charging points in Haringey	LBH
13	Transport for London Road Network (TLRN) traffic and cycle counts for Haringey and Waltham Forest	TfL
14	Department for Transport (DfT) traffic and cycle counts for Haringey and Waltham Forest	DfT
15	Automated Traffic Counts (ATC) for Haringey	LBH
16	Adult and child traffic casualties in Haringey	TfL
17	CO ₂ levels in Haringey	London Energy and Greenhouse Gas Inventory (LEGGI)
18	Air quality: PM ₁₀ Particulate and NO ₂ levels in Haringey	London Air Quality Network (Kings College)
19	Mode share in Haringey: London Travel Demand Survey (LTDS) and 2011 Census (data also available from 2013 residents' telephone survey)	TfL, Office for National Statistics

3.2.6 In addition, a number of other strategy documents/reports have been consulted and referenced where appropriate in this report. These include publications from the Haringey Carbon Commission and LBH / NHS North Central London.

3.3 Key Performance Indicators

3.3.1 Output and outcome KPIs have been defined, with milestones for September every year. These are grouped by specific targets aligned with the 2011 -14 LIP, to allow for concise and focused monitoring. A table is included in the following results section (table 4.36, section 4.15), which sets out the KPIs and summarises the progress towards achieving them in year 1 (2011-12) and year 2 (2012-13).

4 Results from the Smarter Travel Haringey Programme

4.1 Introduction

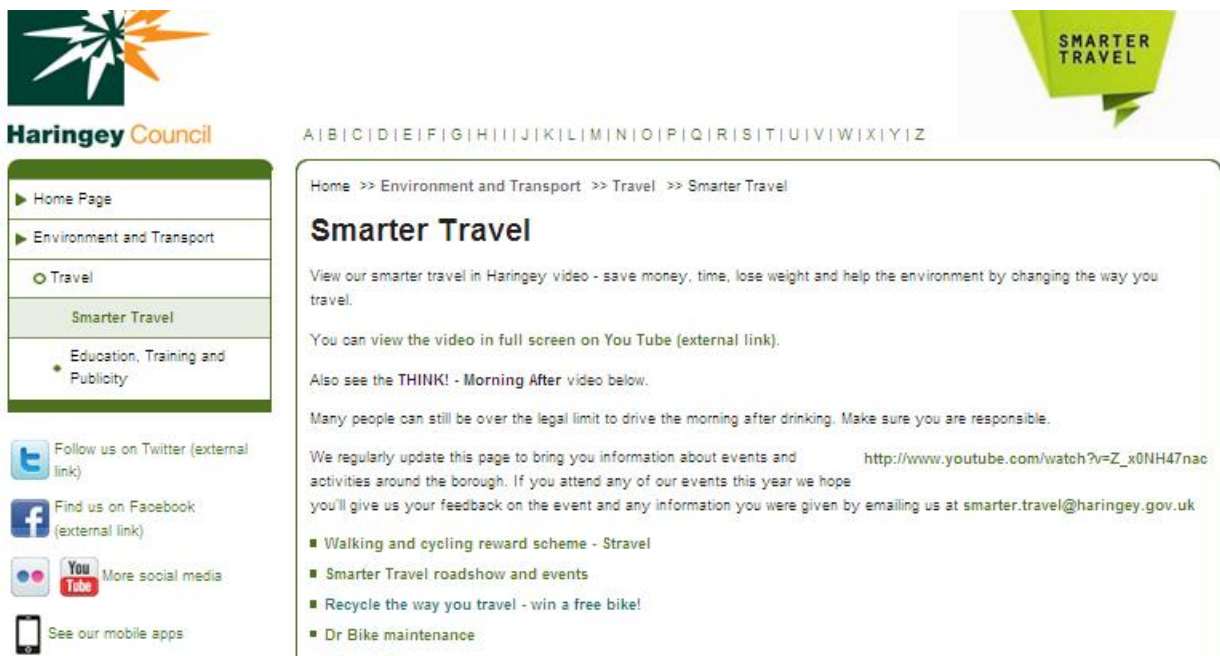
4.1.1 This chapter provides an evaluation of the communications, marketing and promotional activities that LBH undertook in support of the STH programme in 2013.

4.2 Communications and Marketing

4.2.1 In September 2010, LBH had a webpage primarily focused on road safety education and related initiatives within the borough. Table 4.1 indicates that this website received 361 hits between September 2010 to September 2011.

4.2.2 In 2011, LBH developed an additional webpage to include information on the STH programme. The updated pages incorporated news, events and initiatives to encourage resident involvement in the programme as they were launched. Residents were made aware of the website at all of the Council's community events and through promotional materials distributed or displayed.

Figure 4.1: Extract from STH webpages



4.2.3 As a result of the communications, marketing and engagement activity throughout 2011-12, the number of page views on both the road safety and STH web pages increased to 1,537. There was a further considerable increase in views in 2012-13 to 2,149, by over 600 views (40% increase).

Table 4.1: Number of page views 2011-13 STH and Road Safety Education web pages

	Web page	Number of hits
Sept 2010 - Sept 2011	Road Safety Education	361
Sept 2011 – Aug 2012	Road Safety Education and new Smarter Travel Haringey	1,537
Sept 2012 – Aug 2013	Road Safety Education and new Smarter Travel Haringey	2,149

Source: <http://www.haringey.gov.uk>

- 4.2.4 STH has two pages informing visitors about cycling and cycle lanes within the borough. These were promoted during the Festival of Cycling 2013 (see section 4.7 on cycling).
- 4.2.5 The cycle web pages within the STH website have seen a significant increase from 1,313 page views in 2011-12 to 2,095 in 2012-13 as table 4.2 indicates. This is an increase of 782 views (60% increase).

Table 4.2: Number of page views 2011-13 STH Cycling web pages

	Web page	Number of hits
Sept 2011 – Aug 2012	Cycling	1,313
Sept 2012 – Aug 2013	Cycling	2,095

Source: <http://www.haringey.gov.uk>

- 4.2.6 Table 4.3 indicates the number of page views within the last year for other key pages within the STH website.

Table 4.3: Number of page views 2012-13 STH other travel web pages

Web page	Number of hits Sept 2012 - Aug 2013
Walking ¹	625
Buses	242
Schools	82
Workplaces and Business Advice	85
Green Travel (includes Electric Vehicle Charging, car clubs and green and sustainable travel)	352

Source: <http://www.haringey.gov.uk>

- 4.2.7 A range of other marketing and promotional activities have been delivered, including new merchandise, banners on railings in schools, YouTube videos, video displays in Wood Green shopping mall, magazine articles on cycling, promotional flyers advertising upcoming Dr Bike sessions and post cards promoting cycle training. Events are reported on separately in section 4.3 and section 4.7 (Festival of Cycling). An example of a marketing product is illustrated in Figure 4.2.

¹ Includes walking and walking group trends

Figure 4.2: Oyster card holder

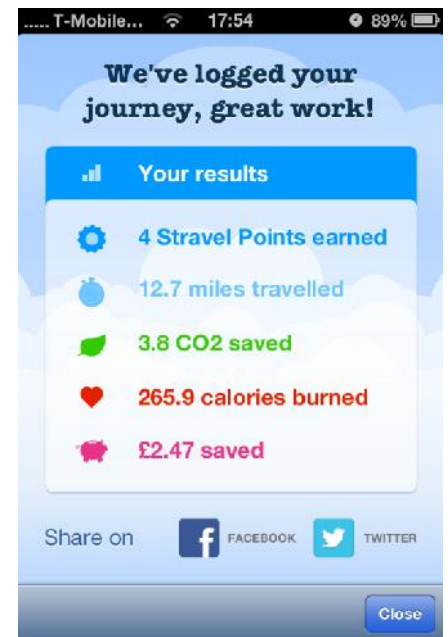


Stravel

4.2.8 Stravel is a rewards system that incentivises active travel. A leaflet was produced to promote the scheme. Users who walk, run and cycle can record their journey online and see the results in terms of distance travelled, CO₂ emissions and money saved, and calories burned. In return they receive points which can be used to purchase items such as vouchers and gifts.

4.2.9 A number of local retailers have been contacted to come on board as rewards partners, including Fusion (offering free gym passes), several local bike shops (Finsbury Cycles, FutureCycleShop) and other services (Big Green Bookshop, Crop Drop). LBH launched this service at the end of June 2013 and it has now been running for six months. At the end of August 2013, there were 220 registered users who had recorded 1,600 journeys and covered nearly 7,000 miles. By August 2013, 2,500kg of CO₂ had been saved, 250,000 kcal burnt and £1,550 saved. (N.B in the figure the metric for CO₂ is kg, and financial cost savings are based on reductions in petrol costs and do not include any offsetting spending on public transport.)

Figure 4.3: Screenshot from Stravel web pages showing results from an active travel journey



4.3 Events

Roadshows

- 4.3.1 The STH team uses the roadshow as a marketing tool to spread the message of sustainable travel. In the 2011 baseline report, LBH set a target to deliver 10 roadshows by 2014. From the launch of STH in September 2011 to the end of 2012, 20 roadshows were held across the borough.
- 4.3.2 In 2013, STH undertook a further 45 roadshows (excluding Walk and Cycle to the Shops and the Festival of Cycling, see sections 4.3.18 and 4.7.13). A third of these consisted of the full roadshow. The rest either used a dedicated marquee or stand, or were undertaken by a separate company (Wood Green Shopping Mall event). With 74 roadshows already delivered, STH have exceeded the roadshow target more than seven times.

Figure 4.4: At a roadshow



4.3.3 A survey was undertaken with participants at all larger roadshows. This survey asked questions about mode use, incentives to use sustainable modes more often, views about local transport facilities, concerns about transport and awareness of STH. **Appendix C** shows the survey template used. The table below sets out the number of surveys undertaken at each event.

Table 4.4: Larger roadshows: Number of surveys conducted (September 2012 to August 2013)

	Roadshow	Date	No. of surveys undertaken
1	Down Lane Park Festival	August 2013	25
2	Alexandra Palace	July 2013	114
3	Lordship Rec. Model Traffic	July 2013	49
4	Roland Hill	July 2013	49
5	Tottenham Active	July 2013	29
6	Bridge Renewal	July 2013	10
7	Wood Green Roadshow – 7 days	July 2013	567
8	Islamic Fun Day	July 2013	91
9	West Green	June 2013	50
10	Festival of Cycling	June 2013	92
11	River Sports Centre	May 2013	28
12	Bruce Grove – 2 days	April 2013	50
13	Green Lanes	March 2013	25
14	Seven Sisters	March 2013	16
15	Christmas Winter Market – 2 days	December 2012	132
16	Tottenham Hale Retail Park – 2 days	October 2012	114
17	Grafton Gardens	September 2012	45
18	Lordship Recreation Ground	September 2012	82
	Total		1,568

Source: LBH (2013)

4.3.4 The total number of surveys completed across the 27 roadshows from September 2012 to August 2013 was 1,568. Not all respondents answered every question and the following tables detail the results for the number of respondents who replied to each question.

4.3.5 The gender split of respondents answering a question about gender can be seen in table 4.5. As the table indicates, a higher proportion of women completed a questionnaire. This may suggest a trend for roadshows to be attended by more women than men, or simply reflect a gender bias in relation to willingness to complete questionnaires.

Table 4.5: Gender

Gender	Number	Percentage
Male	448	37%
Female	772	63%
Total	1,220	100%

Source: LBH (2013)

4.3.6 Table 4.6 indicates the age split between respondents who answered a question about age. It can be seen that over two thirds of respondents were aged 25-54.

Table 4.6: Age

Age Group	Number	Percentage
Under 25	237	18%
25-34	337	25%
35-54 *	556	42%
55+	194	15%
Total	1,324	100%

* Several events failed to separate 35-44 and 45-54 age groups; therefore this age bracket has been combined in the table.

Source: LBH (2013)

4.3.7 Table 4.7 indicates the local transport mode of choice of respondents who answered this question. (Some respondents indicated more than one mode.) Bus was the most popular mode, 29% of the total citations. This was followed by walking with 23% of the total citations. The table indicates the questionnaire respondents mainly opt for either active travel or public transport with a relatively small proportion opting to travel by car.

Table 4.7: Usual mode of choice whilst travelling in Haringey

Mode	Number	Percentage
Bus	734	29%
Rail	442	17%
Walk	597	23%
Bicycle	440	17%
Car	344	13%
Total	2,557	100%*

* Rounded figure

Source: LBH (2013)

4.3.8 Table 4.8 indicates the reason for respondents' choice of travel stated in table 4.7. (Some respondents indicated more than one mode.) As the table indicates, convenience was the most often cited reason for mode of choice (over half of citations), followed by cost (one quarter of citations). Smaller proportions of respondents considered the environment or keeping fit as their reason for choosing a transport mode.

Table 4.8: Reason for modal choice whilst travelling in Haringey

Reason for	Number	Percentage
Convenience	892	55%
Cost	393	24%
Environmental	181	11%
Keep fit	142	9%
Total	1,608	100%*

* Rounded figure

Source: LBH (2013)

4.3.9 The following table illustrates the breakdown of respondents answering questions about opinion of local sustainable transport facilities. Respondents generally viewed public transport facilities in Haringey favourably, with 62% stating they were either good or excellent. Respondents also had relatively favourable views about cycling and walking facilities, with 47% suggesting they were good or excellent.

Table 4.9: Opinion of public transport facilities in Haringey

Public transport	Number	Percentage
Excellent	133	10%
Good	685	52%
Average	414	32%
Poor	70	5%
Very poor	5	0.4%
Total	1,307	100%*

* Rounded figure

Source: LBH (2013)

Table 4.10 Opinion of walking and cycling facilities in Haringey

Walking and cycling facilities in Haringey	Number	Percentage
Excellent	97	8%
Good	501	39%
Average	524	41%
Poor	155	12%
Very poor	5	0.5%
Total	1,282	100%*

* Rounded figure

Source: LBH (2013)

- 4.3.10 The following tables (4.11, 4.12 and 4.13) indicate what improvements would encourage respondents to use sustainable modes more often. (Some respondents indicated more than one improvement in relation to specific modes.) Regarding public transport, the most popular improvement was reliable, faster and regular services (42% of citations).
- 4.3.11 Regarding cycling, the most popular improvements related to infrastructure. 42% of citations related to cycle paths, with 20% of citations relating to cycle storage and parking. Section 4.7 indicates that LBH proposes to install a further 30 cycle stands in 2014 to bring the borough total to 697 which may help to encourage further use of this mode.
- 4.3.12 For walking, when asked what improvements would encourage respondents to walk more often, responses were fairly evenly distributed across several options, with street lighting being the most frequently cited (27%).

Table 4.11: Encouraging more use of public transport

	Number	Percentage
Reliable, faster and regular services	686	42%
Cheaper fares	184	11%
Better bus stop / station facilities & information	375	23%
Less crowding and anti social behaviour	297	18%
Don't know	76	5%
Total	1,618	100%*

* Rounded figure

Source: LBH (2013)

Table 4.12: Encouraging more cycling

	Number	Percentage
Route information	326	17%
Cycle lanes	801	42%
Cycle parking / storage	385	20%
Training /equipment loans	281	15%
Nothing	116	6%
Total	1,909	100%

Source: LBH (2013)

Table 4.13: Encouraging more walking

	Number	Percentage
Route information	352	21%
Street lighting	451	27%
Pedestrian facilities /	367	22%
CCTV / security	346	21%
Nothing	139	8%
Total	1,655	100%*

* Rounded figure

Source: LBH (2013)

4.3.13 Respondents were asked to suggest their top three transport-related issues across the borough. The results from respondents that answered this question can be found in table 4.14. (It is not clear from the data provided which choices - first, second and third - are included in the citations against each issue.) As the table indicates, the most frequently cited concerns related to a lack of cycle lanes, heavy traffic/road safety and reliability/slowness/overcrowding of buses (20%, 14% and 13% of citations respectively). These findings are in line with the results regarding the most favoured improvements to encourage more cycling and use of public transport.

Table 4.14: Top transport-related issues across Haringey

Top transport-related issue	Number	Percentage
Lack of cycle lanes	323	20%
Heavy traffic & road safety	220	14%
Unreliability, slowness and overcrowding of buses	214	13%
Crime / Anti-Social Behaviour / Personal safety	193	12%
Lack of knowledge / promotion of walking and cycling	172	11%
Pedestrian safety / crossings	127	8%
Potholes	110	7%
Poor lighting	98	6%
Bad / obstructive driving	87	5%
Dog mess, litter and dirt	73	5%
Total	1,617	100%*

* Rounded figure

Source: LBH (2013)

4.3.14 Respondents were asked whether they had heard of STH prior to visiting a roadshow. This question was answered by 1,313 people. It was positive to see that 31% had heard of STH. There is evidence to suggest that knowledge of STH is growing. Based on surveys conducted at three roadshows, the year one evaluation report indicated that no respondents had heard of STH.

Dr Bike

4.3.15 A number of Dr Bike maintenance sessions were delivered to support the STH programme. Dr Bike offers free bicycle maintenance by a trained bicycle mechanic at events across the borough. Dr Bike sessions were held in isolation across parks and open spaces, as well as in conjunction with other STH events such as roadshows. Other bike maintenance initiatives were delivered via active travel community projects, which are reported on in section 4.6 covering active travel grant projects.

Figure 4.5: At a Dr Bike session



4.3.16 During Dr Bike sessions, bicycles are serviced for approximately ten minutes. This is a positive way to engage people in issues surrounding cycling such as road safety, basic maintenance and route planning.

4.3.17 The following table provides data relating to Dr Bike sessions from 2011 to 2013. This shows that the number of sessions delivered and bicycles serviced increased over 2011-13. In the first five months of the 2013-14 financial year, the number of bicycles serviced was already 75% higher than the total number of bikes serviced in the 2012-13 financial year. This is largely due to the Festival of Cycling held in June 2013 (see section 4.7 on cycling), where 115 bikes were checked.

Table 4.15: Dr Bike sessions 2011 to 2013

Dr Bike sessions held	2011	March 2012 to March 2013	April to August 2013
Number of sessions delivered	37	54	45
Number of bicycles serviced	545	430	751

Source: LBH (2013)

Walk and Cycle to the Shops

4.3.18 In 2012, STH teamed up with business in Crouch End and Green Lanes to encourage more residents to walk or cycle to the shops. Following the success of this project, in 2013 the team worked with businesses in West Green Road, Tottenham, and the City and Country Farmers Market that runs Alexandra Palace Farmers Market. The aim was to encourage residents to walk or cycle to these locations. Three events were held in Tottenham (13 and 27 September and 12 October 2013) and three events were held in Alexandra Place (8 and 29 September and 13 October 2013).

4.3.19 Local shoppers were asked to complete a questionnaire when attending these events. The aim of the questionnaire was to:

- Ascertain which shopping areas were most frequently used
- Assess the modes used to access these town centres
- Understand what factors would encourage people to walk or cycle for short trips
- Assess the level of awareness of STH.

4.3.20 The survey template used is shown in **Appendix C**. The following results were gathered from six events held from September to October 2013. 296 questionnaires were completed. Not all respondents answered every question and the following tables detail the results for the number of respondents who replied to each question.

4.3.21 Respondents were asked which high street they were most likely to shop in within LBH. Table 4.16 indicates there was a fairly even spread amongst the different areas. However, Tottenham was the most visited, with Wood Green the least frequented. The data indicates that 5% of respondents opted for more than one high street.

Table 4.16: Favoured high street for shopping in LBH

Town Centre	Number	Percentage
Muswell Hill	83	27%
Tottenham	93	30%
Crouch End	77	25%
Wood Green	59	19%
Total	312	100%*

* Rounded figure
Source: LBH (2013)

4.3.22 Table 4.17 indicates the frequency of visits to shopping areas within the borough by respondents who answered this question. Similarly to the table above, it appears that each area is frequented a similar amount, with Tottenham the most visited and with Wood Green the least visited. The shopping areas are well used. 70% of respondents visit the shopping areas more than once a week, with more than a quarter of respondents visiting the shopping areas four or more times a week.

Table 4.17: Frequency of visits to High street / local shops / market

Town Centre	Frequency of visit						Total	
	4 or more times a week		3 times a week or less		Once a week or less		No.	%
	No.	%	No.	%	No.	%		
Muswell Hill	10	6%	31	14%	18	8%	59	27%
Tottenham	20	9%	27	12%	21	10%	68	31%
Crouch End	12	6%	25	12%	14	6%	51	24%
Wood Green	11	5%	14	6%	14	6%	39	18%
Total	53	26%	97	44%	67	30%	217	100%

Source: LBH (2013)

4.3.23 Respondents were asked which mode they used to travel to the walk and cycle event, and also which mode they used most often. The breakdown of results for respondents replying to these questions is shown in table 4.18. It indicates a fairly even spread across modes of transport used to visit the shopping area. It is encouraging that the most popular mode was to walk and the least popular mode was the car. There are similar results concerning the mode used most often. They indicate an encouraging outcome with 33% of respondents walking, a similar proportion using the bus and only 13% of respondents driving.

Table 4.18: Mode of transport (a) used to visit the events at shopping areas (b) used most often

Mode	(a) Visiting events at shopping areas		(b) Used most often	
	Number	Percentage	Number	Percentage
Bus	76	28%	68	31%
Walk	80	30%	71	33%
Cycle	65	24%	51	23%
Car	47	18%	28	13%
Total	268	100%*	218	100%

Source: LBH (2013)

4.3.24 Table 4.19 indicates the suggestions that respondents made to encourage further walking and cycling to local shops or for other short journeys. Almost a quarter of citations suggested that separate and safer cycle lanes would be most likely to encourage more cycling and walking. Safer roads and less traffic attracted 20% of citations. STH have run a number of road safety campaigns throughout 2013, and their impact may be reflected in the results analysed in the next annual Smarter Travel annual report.

Table 4.19: Encouraging more residents to walk / cycle to shopping areas

Encouraging Smarter Travel	Number	Percentage
Separate and safer cycle lanes	49	24%
Safer roads / less traffic	41	20%
Environment health and fitness	26	13%
Other	18	9%
Incentives	18	9%
More cycle parking facilities	18	9%
Safe and more direct cycle routes	13	6%
Awareness training	12	6%
More pedestrians schemes	8	4%
Repairs / maintenance service	3	1%
Total	206	100%

Source: LBH (2013)

- 4.3.25 Respondents were asked whether they ever used a car to travel to local shops. Of the 181 respondents to this question, 59% suggested that they did use the car. However, this figure does not indicate how regularly the car is used. Based on the data provided in table 4.19 it is assumed although this figure is fairly high, this is occasional rather than frequent use. 41% of respondents stated they never use a car to travel to local shops, which is an encouraging figure.
- 4.3.26 Respondents were also asked to comment on how they found parking in the borough. The majority of comments related to difficulties. These were not always elaborated, but where they were, they related to regulatory measures and expense in parking. This suggests the parking control system may be discouraging car use which is in line with the findings on mode use.
- 4.3.27 Respondents were asked whether they were aware of STH prior to the event they had attended. Of the 178 respondents who answered this question, 34% had heard of it and 66% had not.

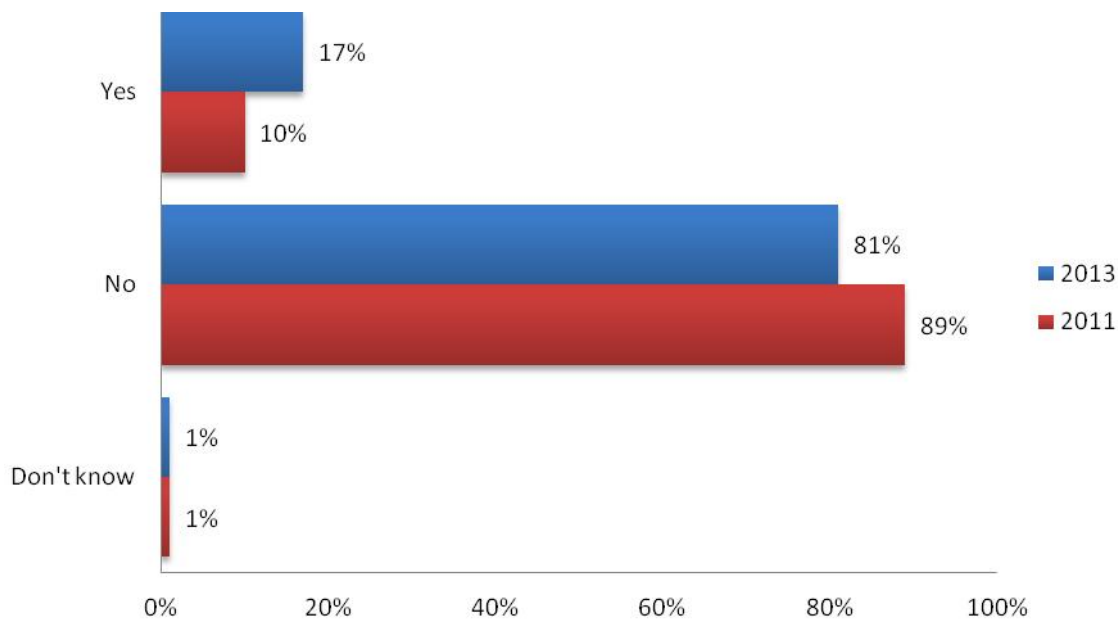
4.4 Public Recognition for STH

- 4.4.1 At the London Transport Awards held in March 2013 the Smarter Travel brand won the 'Excellence in Travel Information and Marketing' category. These awards are organised by Transport Times and aim to recognise excellence in transport, rewarding innovation and progress for transport initiatives which are really working

Travel Survey Results

- 4.4.2 Respondents to the residents' survey were asked whether they had heard of STH. 17% of respondents had heard of STH. This represents a significant improvement compared with the 2011 survey, in which just 10% of respondents had heard of the initiative.

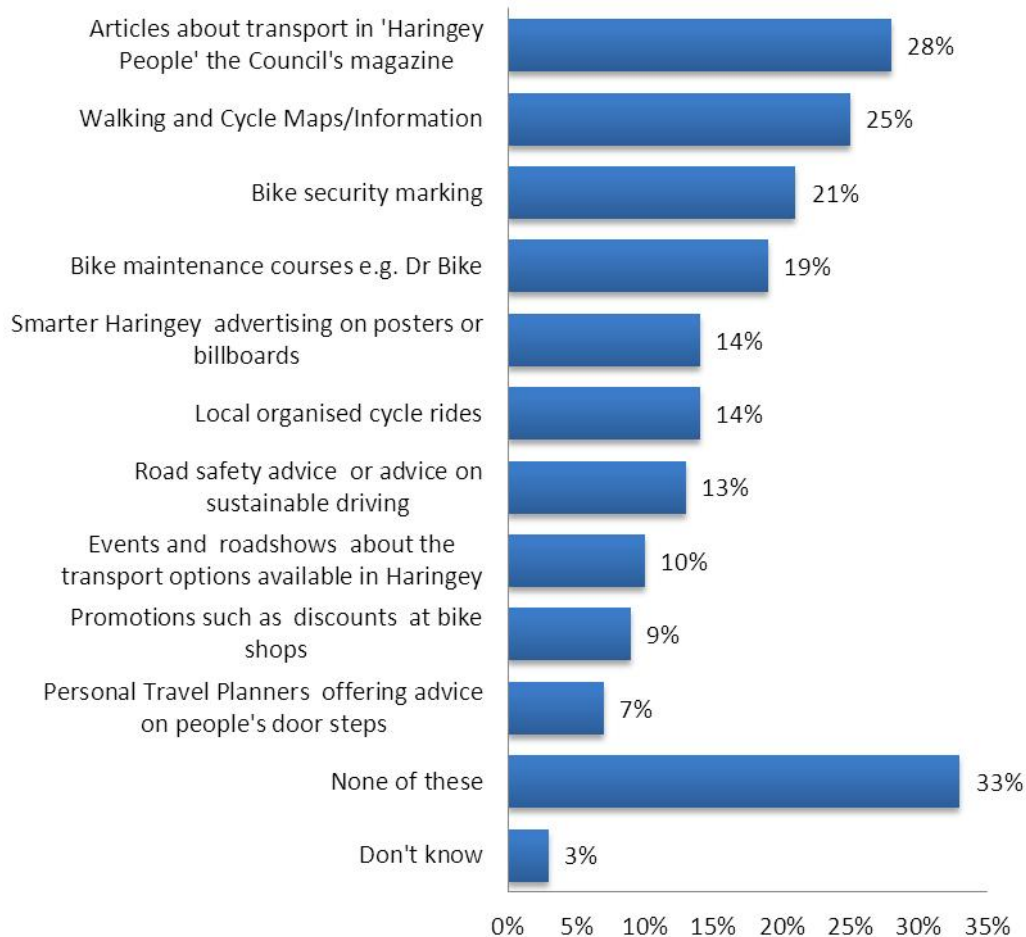
Figure 4.6: Awareness of STH (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.4.3 Respondents were also told that “There are many parts to the STH programme, some of which have their own names.” They were then asked whether they have seen or heard about any of these. The majority of respondents had heard of at least one part of the programme (64%), with 33% suggesting they had not heard of any part and 3% who were unsure.
- 4.4.4 As shown in the following figure, respondents were most likely to be aware of articles about transport in ‘Haringey People’ the Council’s magazine (28%), followed by walking and cycle maps/information (25%), bike security marking (21%) and then bike maintenance courses like Dr Bike (21%).
- 4.4.5 Respondents were less aware of roadshows and other events (10%), promotions such as discounts on bikes (9%) and Personal Travel Planners offering advice on people’s door steps (7%). The latter service was piloted in two neighbourhoods within Haringey, rather than borough-wide.

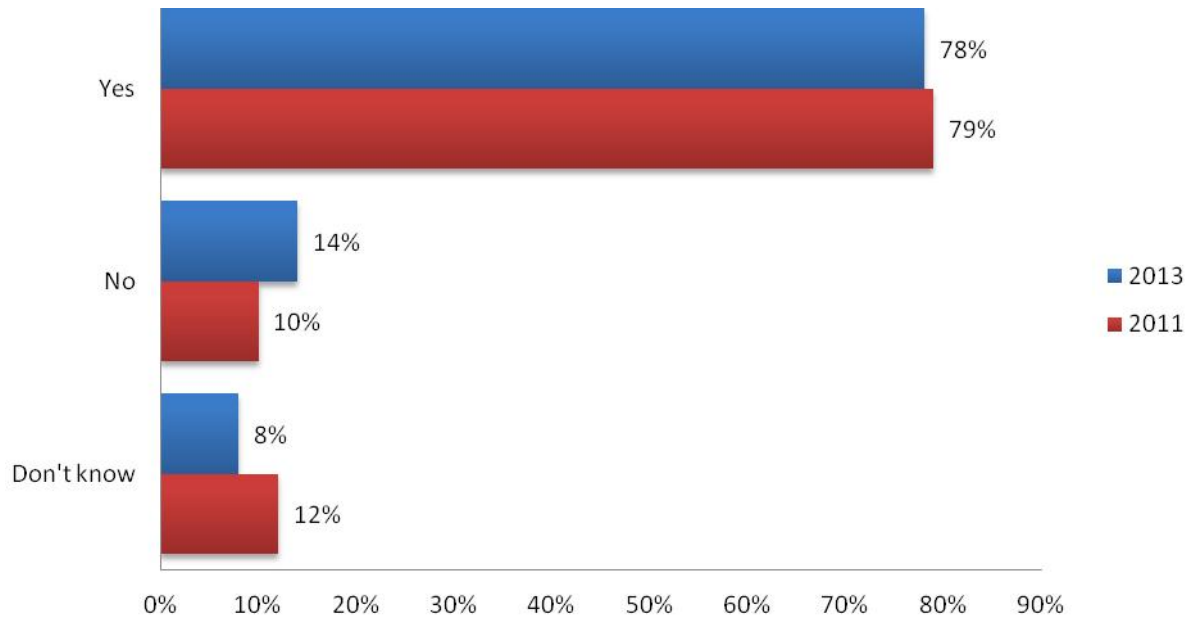
Figure 4.7: Proportion of respondents that had seen or heard of the different parts of the STH programme (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.4.6 Having been told about STH, all respondents were asked whether or not they believed that this was the kind of service that the LBH should invest in. 78% agreed that STH was the kind of service that the borough should be investing in, which was almost identical to the proportion of residents who were in support of the initiative in 2011 (79%).
- 4.4.7 The proportion of respondents not in support of the initiative increased by 4% to 14%, while the proportion that did not know reduced by the same amount.

Figure 4.8: Opinions on whether LBH should be promoting Smarter Travel



Source: Smarter Travel Haringey – Attitudinal Research (2013)

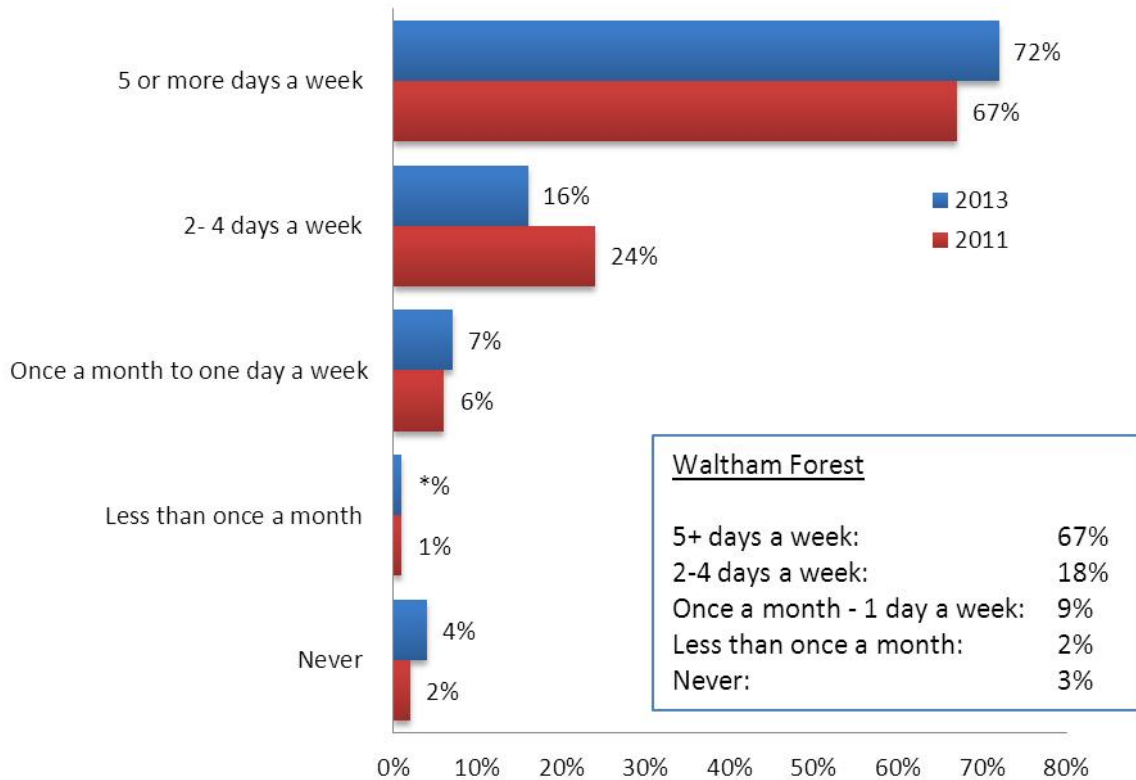
4.4.8 Overall, 73% of respondents agreed that they felt well informed about the transportation options available in their local area, while 18% disagreed.

4.5 Walking

Travel Survey Results

4.5.1 Results from the residents’ survey in 2013 suggested 72% of respondents walked in London five or more days a week. This represents an increase of 5% in the proportion of the most frequent walkers, compared with 2011 when two thirds said they walked this often. The proportion of respondents that said they walked in London at least five days per week is also 5% higher than compared with Waltham Forest residents (67%).

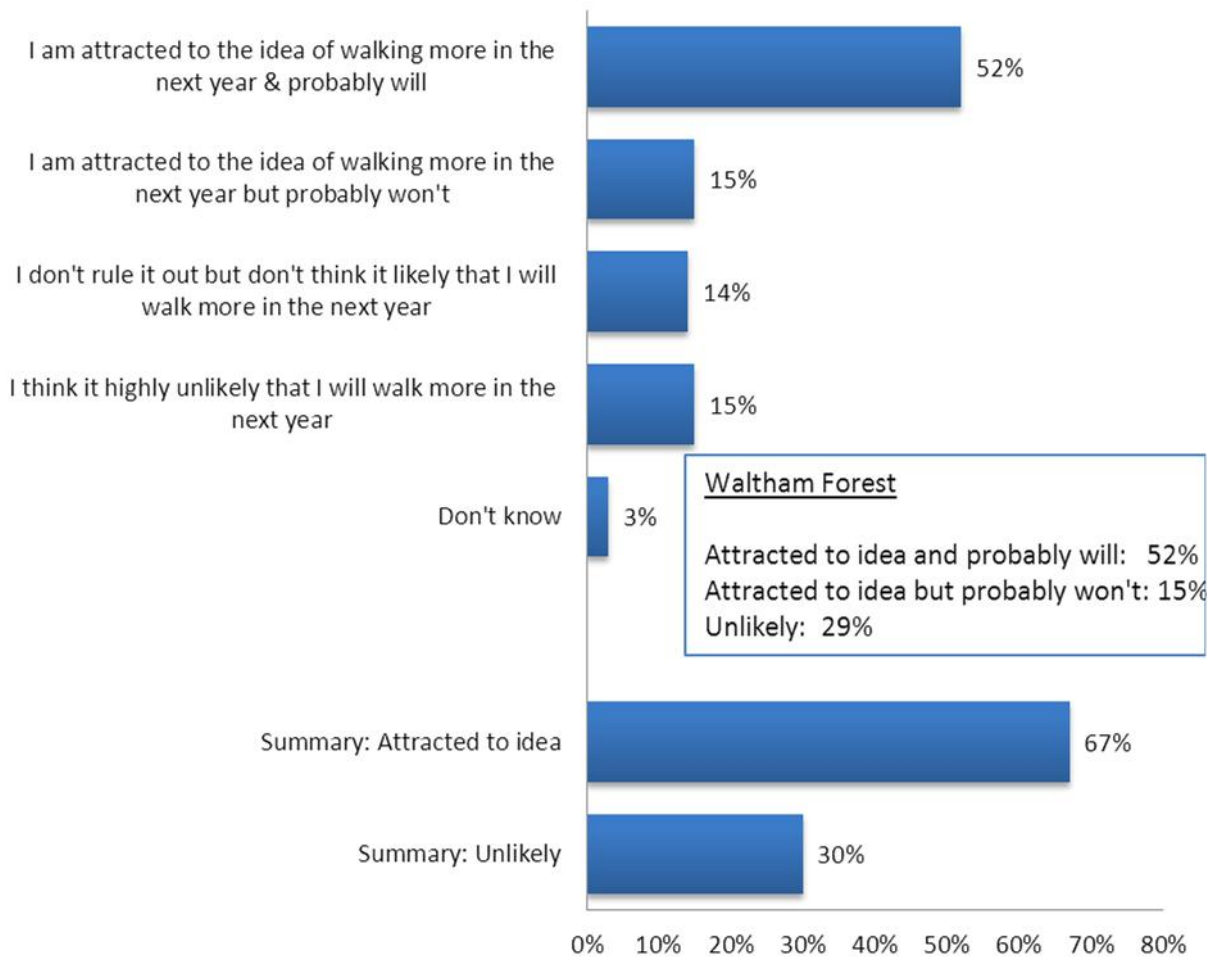
Figure 4.9: Frequency of walking (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.5.2 Overall 93% of respondents walked in London on at least a weekly basis, compared with almost the same proportion of Waltham Forest respondents (92%).
- 4.5.3 Overall 30% of respondents said it was unlikely or highly unlikely that they would walk more in the next year. This proportion was higher than average among respondents who did not support the Smarter Travel initiative (44% cf. 27%).
- 4.5.4 When asked about their attitudes to walking, just over half of respondents said that they were attracted to the idea of walking more in the next year and probably would (52%). Overall, 67% of respondents were attracted to some degree to the idea of walking more compared with a similar number in Waltham Forest (66%).

Figure 4.10: Walking intentions (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.5.5 Shopping and leisure are the main reasons to walk in London (respectively 50% and 47% of respondents using the mode at least weekly). This is in line with the results from the survey carried out at Walk and Cycle to the Shops events, which show that walking was the most frequently used mode by respondents to visit the events.

4.6 Active Travel Grant Projects

4.6.1 Various grants were allocated to community and other local organisations for active travel projects. Most are ongoing and focus on cycling, but one promotes all sustainable modes. Other cycling projects and data are reviewed in the next section.

Tottenham Hotspur Foundation (THF)

4.6.2 THF is a charity working with local boroughs including LBH. Two projects were delivered with THF. The first was CycleFun, offering cycle training to marginalised groups, i.e. people recovering from drug/alcohol addiction, people with mental health issues, people with learning disabilities and homeless people. The training was delivered to service users of three organisations: CycleAble cycling club for

people with disabilities, Haringey Advisory Group on Alcohol (HAGA) and St Mungo's charity for homeless people.

4.6.3 The project provided bicycles and helmets, and cycling sessions delivered by qualified coaches. At the end of August 2013, the project had taken 212 people out on organised rides or training sessions. The breakdown of service users was as follows: CycleAble-111, HAGA-51, and St Mungo's-50.

4.6.4 The second THF project consisted of bike maintenance sessions to groups of young people (13-19 years), who were less likely to attend the CycleFun cycling sessions but would cycle more if they had the skills to fix or build a bike. The aim was to offer taster maintenance sessions to 100 young people and the most motivated individuals would be invited to help out at future training sessions practicing the skills they had learnt. At the end of August 2013, 35 young people had undertaken the maintenance training.

Figure 4.11: CycleFun training



Figure 4.12: Bike maintenance session



4.6.5 STH is currently in negotiations with Southgate College to provide a City and Guilds Level 2 bike maintenance course offering the most motivated individuals a route to proper qualification and employment. In addition, this scheme will train people within the community to become cycling leaders and enable them to teach cycling, road safety, and even find paid work as a result.

Living Under One Sun (LUOS)

4.6.6 LUOS is a community organisation based in Tottenham, with which two projects are being delivered. The first is Cycling for Healthier and Closer Communities, which is still in the planning stage. This project will centre on biking activities around the Lee Valley among local residents currently inactive and not cycling. It will aim to promote health, sustainable travel and commuting options, and social cohesion. The first stage will be to arrange storage for 10 bicycles to the rear of Hale Village. The next stage will be the purchase of bicycles to be used for 20 family rides in the local area, and training of ride

leaders. These rides will take place on Saturdays, and will include stopovers at the LUOS community allotment and/or Stonebridge Lock Waterside Centre café for a healthy meal or picnics. A complementary community awareness and engagement programme will be delivered, comprising workshops, events on smarter, active travel and healthy living, and access to services including cycle training.

- 4.6.7 The second LUOS project is Community Leadership in Health and Travel, currently in progress. The project will train 10 community leaders in three schools as personal travel planning advocates. They will organise a total of 30 events and activities designed to raise awareness and stimulate behaviour change regarding Smarter Travel. A draft version of the training pack that will be used in the training sessions for the personal travel planning advocates is 50% complete and a final draft will be ready in early 2014.
- 4.6.8 STH has developed relationships with the three schools, Roland Hill, Ferry Lane and St Francis. The first advocates have been recruited from each of these schools and STH will work in early 2014 to complete the recruitment. STH have set up a cycle club after school on Thursdays at Ferry Lane and Dr Bike maintenance sessions will take place there in the future. This links to the Cycling for Healthier and Closer Communities scheme, in that it is hoped that the families of the children who come to the cycle club will take part in the organised rides on Saturdays.

Bikeworks

- 4.6.9 Bikeworks is a company delivering community cycling programmes. The project, Recycle the Way You Travel, is designed to reach people who would not otherwise get the opportunity to cycle, due to economic or other barriers. The format consists of six hours of cycle maintenance training (including breaks) and two hours of cycle training spread across two days. At the end of the training participants will be able to keep the bicycle they worked on, along with a lock and set of lights. The first session was undertaken on the weekend of the 23-24 November 2013 with six participants. The three remaining sessions will take place on the weekends of: 25-26 January, 15-16 February and 29 -30 March 2014.

Green Wheels at the Selby Centre

- 4.6.10 The Selby Centre is a community and social enterprise centre in Tottenham. Green Wheels is currently in progress. This has involved four community organisers and four volunteers from their base at the Selby Centre swiftly surveying a minimum of 150 individuals from black and minority ethnic communities. Surveys and collection boxes have also been left in public buildings such as libraries around White Hart Lane and Bruce Grove. The survey targets those people who make regular local trips for shopping, leisure, educational and work journeys. It will identify the current modes of transport used and any perceived barriers to cycling. The community organisers and volunteers have surveyed people in White Hart Lane, Seven Sisters and Bruce Grove from September 2013 onwards. The results will be collated in January 2014 and will help to shape workshops to be held in spring 2014.
- 4.6.11 Project goals are to remove barriers to cycling, starting with common complaints connected to:
- Road safety - cycle training will be arranged through Cycle Instructor to train a number of people from the local area and reduce fear of cycling on the roads
 - Access to affordable, low cost bikes - access will be provided to recycled bicycles along with locks, helmets and masks. The project will gradually build the capacity to recycle bikes and hire

them out. This may be developed as a loan scheme, where bikes are hired out for £10 a month with the option to purchase for a reduced rate at the end

- Secure storage on and off site - this will be available at the Selby Centre in an outdoor facility. It has been sourced and is now being purchased. The Centre will also house a bicycle mechanics workshop, which will be run by a mechanic and apprentice trained at City & Guilds Level 2 qualification. Again this should be delivered through Southgate College, with negotiations ongoing.

4.7 Cycling

Cycle Parking

- 4.7.1 The installation of 68 cycle stands during the 2011 -12 financial year and the installation of 65 cycle stands between April and September 2012, takes the total number of cycle stands in LBH to 667. The total number of the proposed cycle stands in 2014 is 30. Therefore at the end of 2014, LBH will have a total of 697 cycle stands across the borough. The following table shows the location of the stands proposed for installation in 2014.

Table 4.20: Cycle stands proposed for installation in 2014

Location	Number of proposed installations
Downhills Park, Downhills Park Rd N17	6
Paignton Park, Eastbourne Rd off St. Ann's Road N15	8
Chestnuts Park, St. Ann's Rd N15	5
Hartington Park, Burlington Rd N17	5
Down Lane Park, Park View Rd, N17	6
Total	30

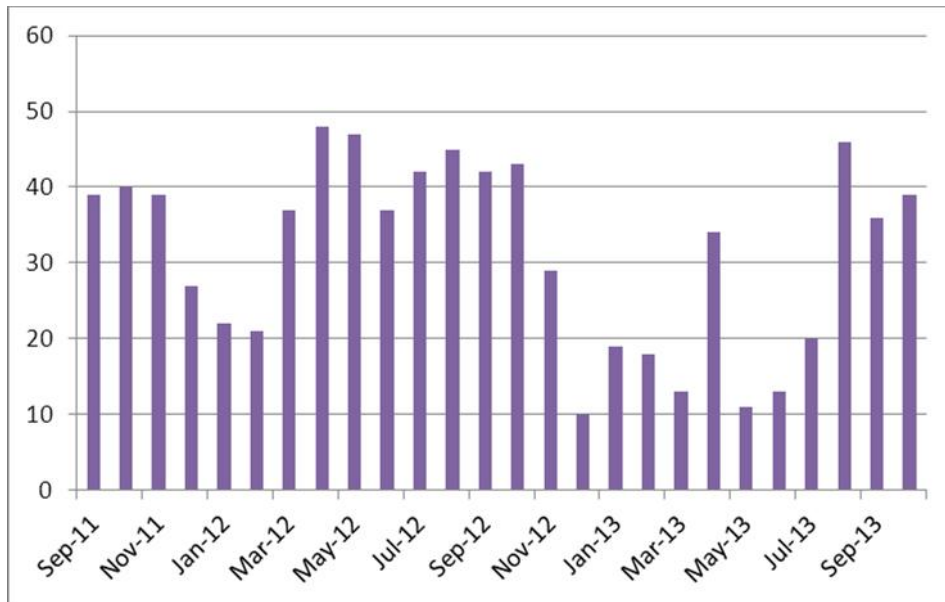
Source: LBH (2013)

Cycle Theft

- 4.7.2 The number of thefts / taking of pedal cycles have seen a consistent overall reduction year on year from 483 between September 2010 and August 2011, to 444 between September 2011 and August 2012 and 298 between September 2012 and August 2013. This is a reduction of 38% in two years, which is a substantial achievement. The security marking campaign referred to below may have contributed to this. The following figure shows the distribution of cycle thefts from year one of the STH programme.
- 4.7.3 The data indicates that there is an increase in thefts over spring to summer months. For example, April and May 2012 and August 2013 had the highest frequencies of thefts. This seasonal increase can probably be attributed to increased numbers of cyclists in warmer weather and therefore higher numbers of bicycles exposed to the risk of theft.
- 4.7.4 From November 2013 a campaign was launched across London led by the Metropolitan Police to securely lock bikes. STH also undertook bicycle security marking during 2013, mostly at STH events. Marking was sometimes carried out in conjunction with the Metropolitan Police and sometimes without.

The data available on number of bicycles marked is incomplete – at least 138 were recorded, but the actual figure is likely to be higher. The impact of these campaigns may be further reflected in the data collected for next year’s report.

Figure 4.13: Theft / taking of pedal cycles in LBH between September 2011 and October 2013



Source: Metropolitan Police (2013) <http://maps.met.police.uk/tables.htm>

Cycle Training

4.7.5 Cycle training is a fundamental part of the STH programme to help achieve growth in cycling. The Mayor’s vision of revolutionising cycling in London requires training potential cyclists to create long term benefits and trends. Investment in training for children and adults to established national standards, coupled with additional Smarter Travel schemes such as Active Travel, Sky Rides, Breeze Rides and Stravel aim to increase levels of cycling in Haringey. In July 2013, a company called Cycling Instructor was appointed to deliver cycle training to schools and residents from September 2013. Other cycle training initiatives were delivered via active travel community projects, which are reported in section 4.6. Additional resources were provided for cycling in schools, in connection with travel plans, see section 4.10.

4.7.6 The following table shows the numbers of school pupils and other individuals trained. There has been an upwards trend in the numbers trained over 2008-13. The number of school pupils trained between 2012-13 shows an 11% increase over the previous year’s figures.

Table 4.21: Cycle training

	April to April					April to March	April to August
	2007 - 8	2008-9	2009-10	2010 -11	2011 -12	2012 -13	2013
School pupils	432	626	728	551	684	761	313
Individuals 1:1	143	142	211	179	229	239	129
Totals	575	768	939	730	913	1000	442

Source: LBH(2013)

- 4.7.7 As a method of sustaining cycle training in schools and communities, 12 teaching staff undertook the cycle instructor training course, which contributed to the increase in the number of individuals trained between 2011-12 and 2012-13. There will be continued emphasis on this training, with a long term goal of increasing cycle training provision within LBH. Haringey Primary Schools Cycling League
- 4.7.8 The Haringey Primary Schools Cycling League had its inaugural year during 2012-13 and four schools from around Haringey took part. Seven events were held during the academic year at Finsbury Park (for the time trial and hill climb) and Chestnuts Park (for grass -track racing). There was also a training session at the Redbridge Cycle Centre. More than 120 children took part in the events and the children scored points depending where they finished in the races. North Haringay Primary School won the overall trophy for scoring the most points during the year. Coleridge came in second place, Risley in third place and Chestnuts in fourth place.
- 4.7.9 A new school joined the League in 2013-14, St Aiden's Primary school. Trips included a visit to Herne Hill Velodrome which was used for the 1948 London Olympics. The League hope to organise a training session at the London Velopark, where the 2012 Olympics track cycling took place. STH continues to encourage more schools to join the Haringey Primary Cycling League.

Figure 4.14: Members of the Haringey Primary Schools Cycling League



Organised Cycle Rides

- 4.7.10 STH partnered with British Cycling to deliver a range of recreational cycling opportunities across the borough in 2013. 13 local guided rides took place, for everyone from complete beginners to more confident cyclists.

Rides organised:	13
Registrations:	189
Participants:	153
Attendance rate:	81%

4.7.11 Additionally, some great Breeze activity started in the borough in 2012-13. This scheme provides organised rides for women. Eight Breeze Champions were trained on the ride leader course in April, including four members of the Smarter Travel team. Local Breeze Champions and all volunteers met to discuss organised rides in the borough.

Rides organised: 9

Participants: 21

Pedal Power

4.7.12 STH continues to support the Pedal Power Cycling Club to provide cycling for disabled people from Haringey, Islington and Hackney. Attendance figures continue to rise year by year. Haringey were able to arrange for Pedal Power to have a second storage container in the Finsbury Park athletics track, which enabled them to buy more bikes to address the growing demand. During 2013, Pedal Power took part in the first tri-borough festival of cycling (see below). Around 150 people tried out specialised bikes on the track and they also had a cake stall which raised money for the club. In the summer, the club attended the Paralympics cycling in the Velodrome, a wonderful experience for all members. Continued support will enable Pedal Power to expand their provision of cycling opportunities for people with learning disabilities.

Figure 4.15: Members of the Pedal Power Club



Festival of Cycling

4.7.13 In partnership with the London Boroughs of Hackney and Islington, STH organised a Festival of Cycling in 2013. This invited residents from all three boroughs to celebrate the many benefits associated with cycling. More than 1,000 visitors joined in the fun at the Festival in Finsbury Park on Sunday 16 June. Many activities were available, highlights including:

- the Rollapaluza - where two people raced each other on static bikes - which attracted 72 racers
- Dr Bike managed to fix 120 cycles for free at a dedicated stand in the park

- The Police Safer Neighbourhood teams marked 99 bikes to protect them against theft
- Wonky fun bikes, games and cycling information, along with some rather grand cycles, one disguised as a piano.

Figure 4.16: Children at the Festival of Cycling



- 4.7.14 While enjoying the fun aspects of the Festival, some more serious matters were also addressed. 75 people sat in the cab of a large truck to see firsthand how hard it can be for drivers of large vehicles to see cyclists. This brought home to them the importance of taking extra care when cycling near big trucks and lorries.
- 4.7.15 The festival was a great success, attracting visitors from nearby counties and children from across London. The event has been shortlisted for a 2014 London Transport Award under the partnerships category. It will be repeated in June 2014.

Bike It +

- 4.7.16 In 2012-13, STH was successful in securing funds for a Bike It + scheme delivered by Sustrans. The programme aims to increase levels of cycling to schools, through tailored assistance and activities to meet each school's needs and create a pro-cycling culture. Bike It Officers work with pupils, staff, parents and the wider community to achieve:
- Sustained increase in the number of children and young people (and parents) cycling to school
 - Reduction in the use of private motor vehicles to take children and young people to school
 - Provision of cycling skills for life to children and young people.
- 4.7.17 The Bike It + schools are all located within the Wood Green Cycle Hub. Over September 2013 to July 2014, they included:

Primary:

- Noel Park
- St Michael's
- Trinity Primary Academy
- Alexandra
- St Paul's RC

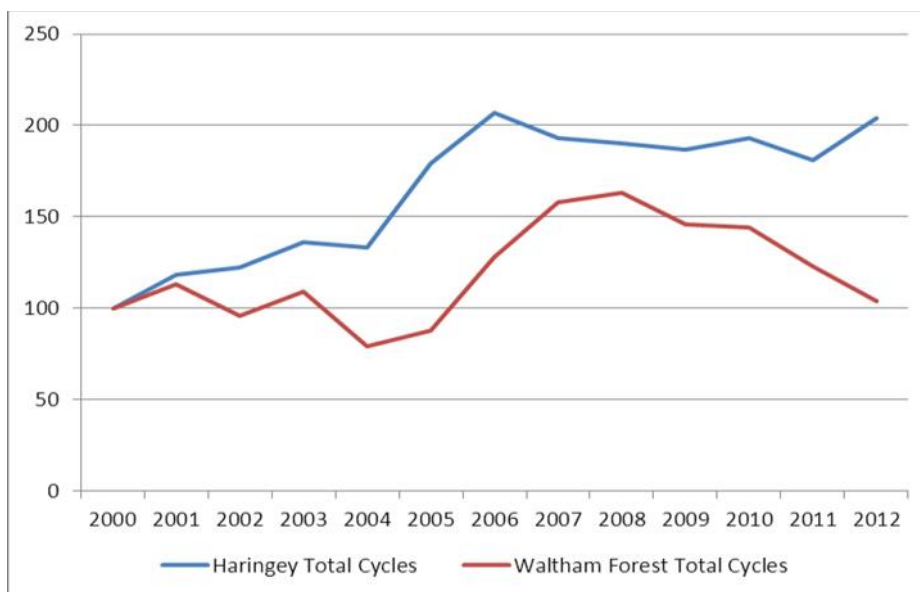
Secondary:

- Woodside High

Cycle Counts (DfT)

- 4.7.18 To compare Haringey and Waltham Forest cycle flows, DfT data were analysed. This dataset was chosen as TLRN data from TfL for Waltham Forest is incomplete. Within Haringey the DfT operate 46 cycle count sites and within Waltham Forest 40 count sites are operated. These sites are part of the DfT's 'A road, annual traffic survey used to calculate the average daily flow (AADF), which represents the number of cycles passing through each count point on an average day of the year.
- 4.7.19 In order to compare the boroughs' data, the total flows across all monitored sites have been indexed to the year 2000 and the results are shown in the figure below. In absolute terms, the total number of cyclists counted by the network of counters during the whole of 2012 was 17,365 in Haringey, considerably higher than those of Waltham Forest, which were 5,270.
- 4.7.20 Figure 4.17 indicates that from relatively high flows in 2010 in both boroughs, flows decrease in both boroughs in 2011. However, the number of cyclists in 2012 increases in Haringey, but decreases in Waltham Forest.

Figure 4.17: DfT cycle flows for LBH and LB Waltham Forest

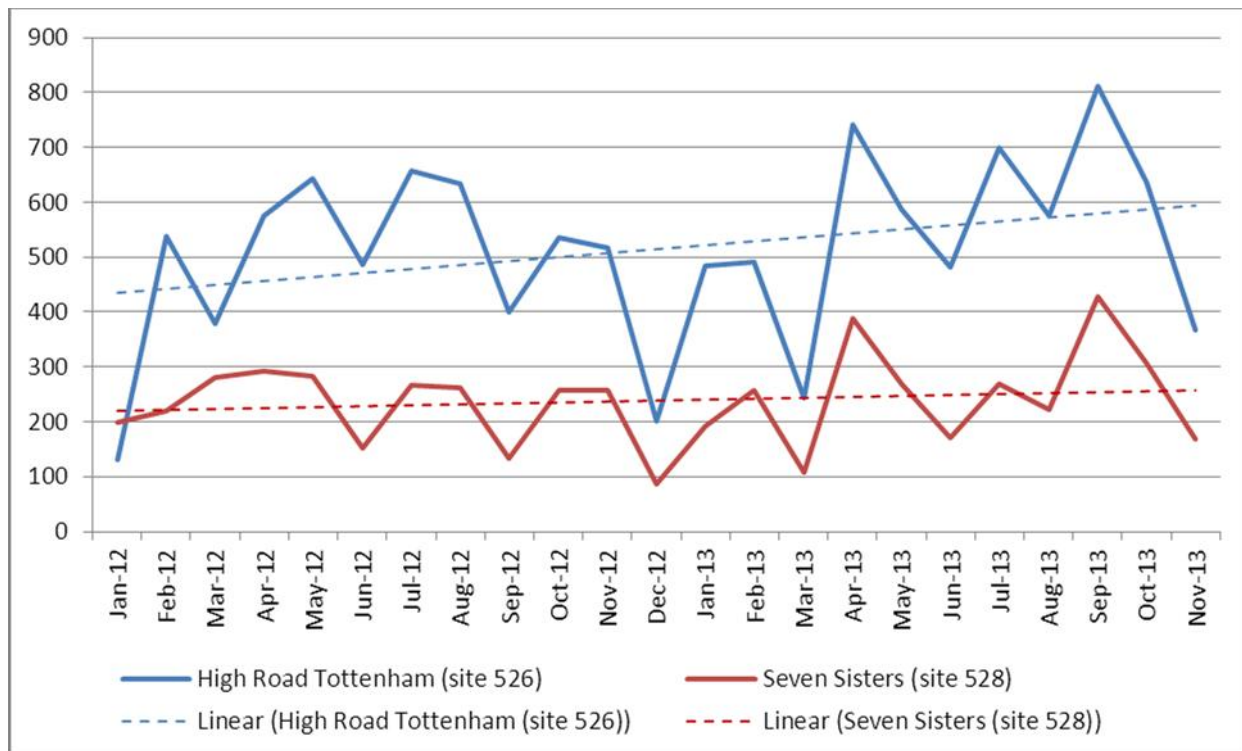


Source: DfT (2013)

Cycle Counts (TfL)

- 4.7.21 TfL operates a network of 100 automatic traffic counters on the TLRN. Figure 4.18 illustrates cycle counts at two sites in Haringey; High Road Tottenham and Seven Sisters Road from January 2012 to November 2013. This data relates to the total number of cyclists recorded in both directions by the automatic traffic counter during a 24 hour period on the last day of each month. N.B. no TLRN data is available for Waltham Forest. TfL has also indicated no TLRN data is currently available for Outer London Boroughs. Caveats regarding the data can be found in **Appendix B**.
- 4.7.22 Previously, from September 2010 to December 2011, the High Road Tottenham site showed an overall increase in the volume of cyclists, while Seven Sisters Road site showed a slight overall decrease in the volume of cyclists.
- 4.7.23 Figure 4.18 indicates that cycling levels have fluctuated from January 2012 to November 2013, with an overall increase at both sites over this period. High Road Tottenham has higher levels of cycling compared to the Seven Sisters area.
- 4.7.24 The two sites showed a peak in July 2012, before dropping away in August and September. The fall in volume in these months may be due to a reduction in commuter trips due to the effect of the Olympic and Paralympic Games and it being the school holidays.

Figure 4.18: TLRN cycling trends



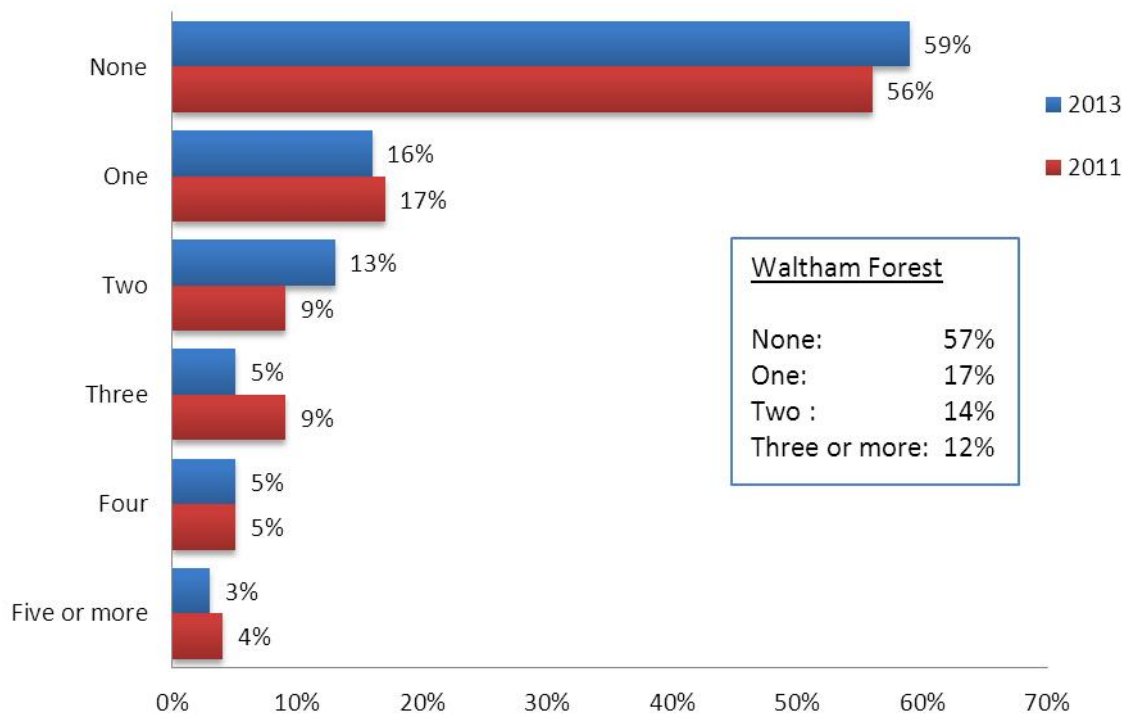
Source: TfL (2013)

Travel Survey Results

- 4.7.25 According to the residents’ survey in 2011, 44% of respondent households had one or more bicycles. This proportion fell slightly to 41% in 2013. There is a 2% difference in bicycle ownership between

Haringey and Waltham Forest, with ownership marginally higher in Waltham Forest (43%) than in Haringey. In 2011, the opposite was observed, with bicycle ownership higher in Haringey than in Waltham Forest.

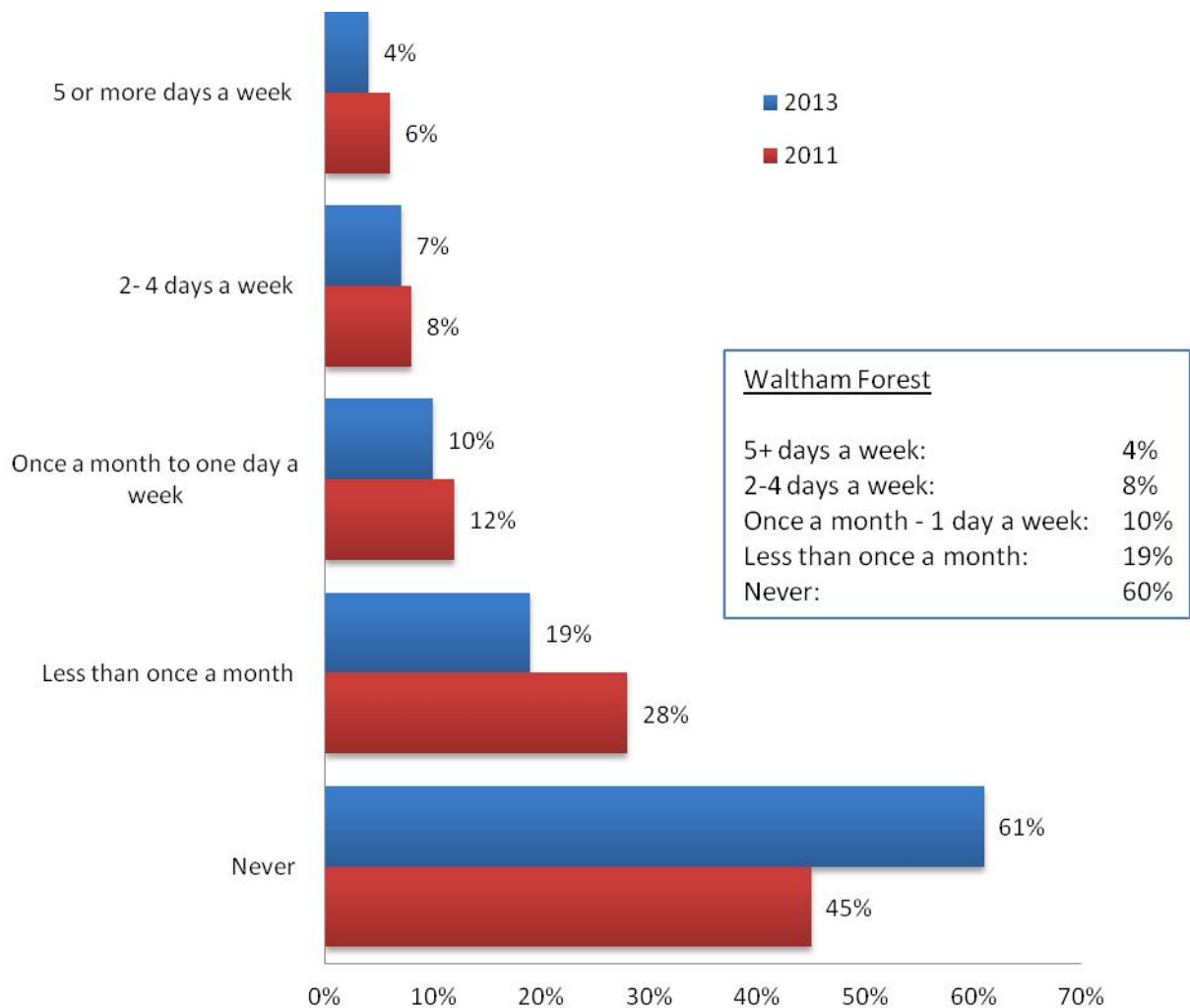
Figure 4.19: Number of bicycles available to each household (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.7.26 The proportion of respondents who said they never cycled in London increased significantly since 2011, from 45% to 61% (c.f. 60% in Waltham Forest in 2013). There was a 9% decrease in the proportion that cycled in London less than once a month and marginal decreases in the proportions who cycled at other frequencies.
- 4.7.27 Compared with Waltham Forest, the proportion of Haringey respondents that cycled at all is almost identical (39% c.f. 40 % in Waltham Forest), as is the proportion that cycled at least once a week (16% in Haringey, compared with 15% in Waltham Forest).

Figure 4.20: Frequency of cycling (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.7.28 Respondents who had heard of STH were significantly more likely than those who had not to cycle in London at least once a week (24% cf. 14%), as were those who supported the scheme, compared with residents who did not (18% cf. 10%).
- 4.7.29 Cycling is most likely to be for leisure purposes, followed by commuting (respectively 60% and 38% of respondents using the mode at least weekly).
- 4.7.30 When considering various attitudes towards walking and cycling, respondents were most likely to agree that walking helps them to relax and feel less stressed (86%). 61% of respondents agreed that the benefits of walking and cycling outweighed the convenience of using a car and slightly fewer agreed that lack of confidence cycling on the roads is a major reason why they did not cycle (more) (56%). Respondents were more likely to disagree (58%) than agree (36%) that they often drive short journeys where they could probably walk or cycle. However, respondents were also more likely to disagree (43%) than agree (32%) that there was provision for cyclists in their area.

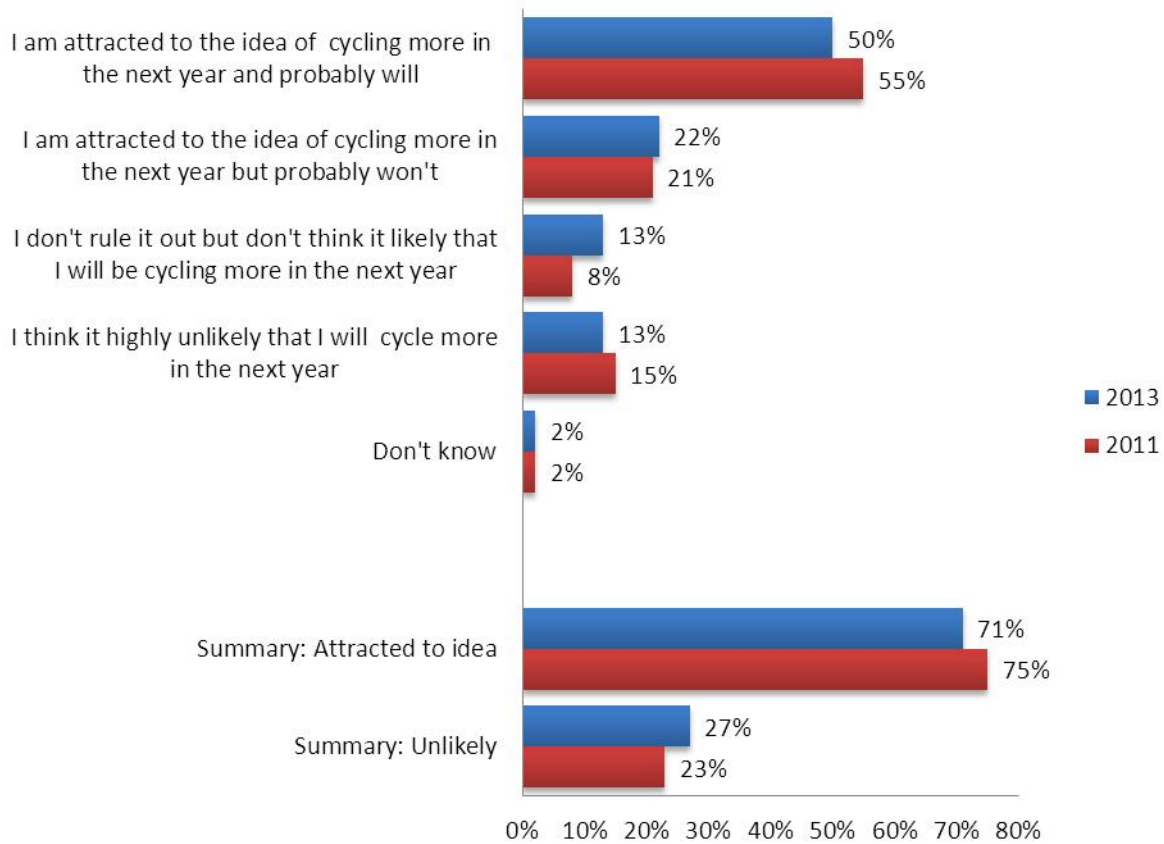
Table 4.22: Attitudes to walking and cycling (All respondents unless otherwise stated)

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	Don't know	Summary: Agree	Summary : Disagree
The benefits of walking and cycling outweigh the convenience of using a car	37%	23%	14%	13%	9%	3%	61%	22%
Cycle journeys of up to 20 minutes would be/ are a practical way for me to get around locally	32%	26%	6%	13%	19%	4%	57%	32%
There is provision for cyclists in my area	10%	22%	12%	22%	22%	13%	32%	43%
Lack of confidence cycling on the roads is a major reason why I don't cycle (more)	42%	15%	7%	12%	22%	3%	56%	34%
Walking helps me to relax and feel less stressed	59%	27%	5%	5%	3%	1%	86%	8%
I often drive short journeys where I could probably walk or cycle (Sample – car drivers only, 393 respondents)	18%	18%	6%	22%	35%	1%	36%	58%

Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.7.31 Compared with 2011, the proportion of respondents who were in agreement that walking helps them to relax and feel less stressed increased (from 78% to 86%), as did the proportion of respondents agreeing that cycle journeys of up to 20 minutes would be/are a practical way for them to get around locally (from 49% to 57%). However, the proportion of respondents agreeing there was provision for cyclists in their area fell significantly, from 44% in 2011, to 32% in 2013.
- 4.7.32 Compared with Waltham Forest, attitudes towards walking and cycling in Haringey are generally quite similar. However, the proportion of respondents that agree there is provision for cyclists in their area is significantly lower than in Waltham Forest (32% cf. 50%).
- 4.7.33 Nearly 18% of respondents said they were attracted to the idea of either taking up cycling or cycling more in the next year and suggest they will probably would do so. 14% of respondents suggested they were attracted to the idea but probably would not. These proportions are very similar to those reported in Waltham Forest.
- 4.7.34 Breaking these responses down by current cycling behaviour shows that 71% of existing cyclist respondents said they were attracted to the idea of cycling more in the next year. This proportion is comprised of 50% who probably would cycle more and 21% who, despite this attraction, probably would not. Compared to 2011, the proportion of existing cyclists who probably would cycle more in the next year dropped by 5%.

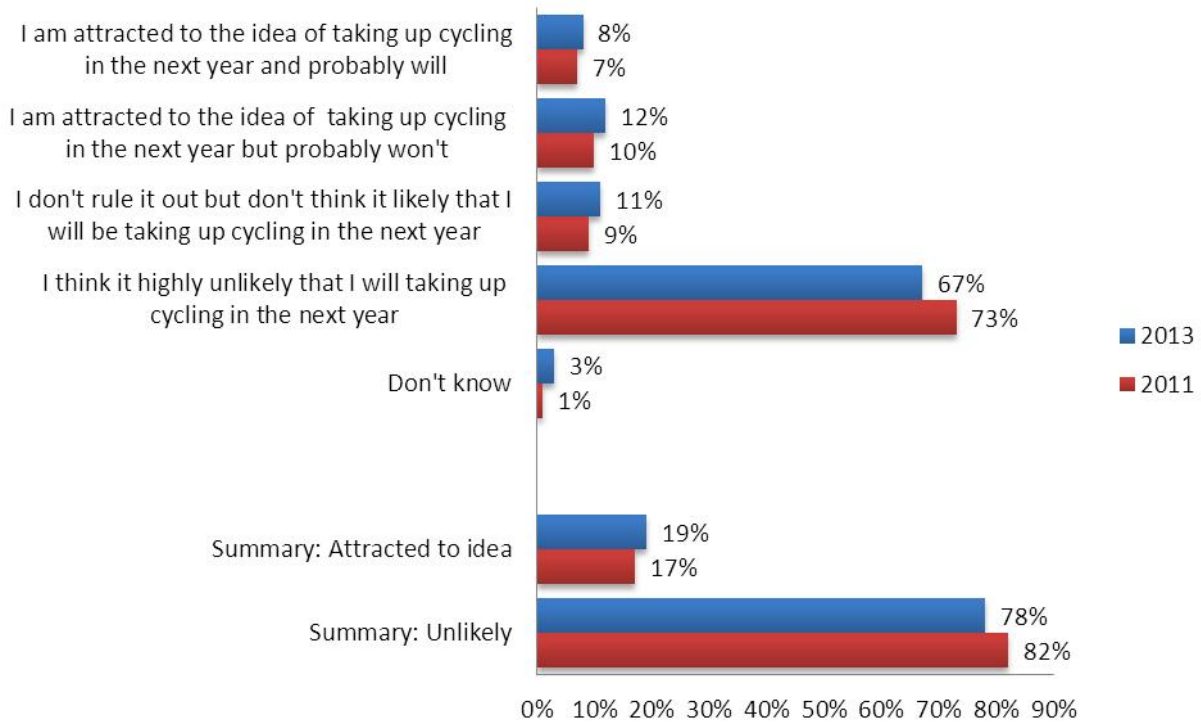
Figure 4.21: Cycling intentions of current cyclists (185 respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.7.35 Among non-cyclist respondents, 78% felt that they were unlikely to take up cycling in the next year. However, this cycling resistant proportion fell by 4% from 2011. In total, 19% of current non-cyclists were attracted to the idea of cycling in the next year, including 8% who probably would. On this basis, there is potential for heightened levels of cycling within the borough.

Figure 4.22: Cycling intentions of non-cyclists (580 respondents)



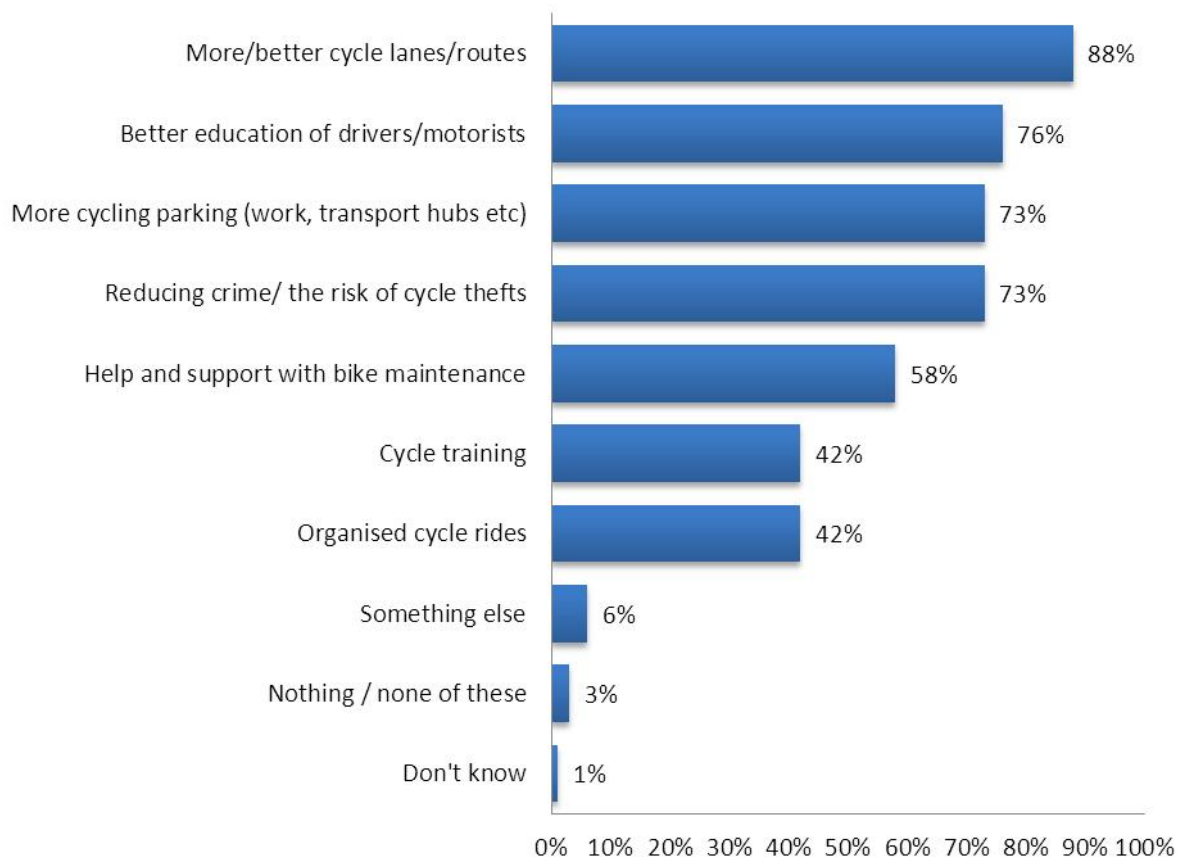
Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.7.36 Overall, 65% of respondents believed they were unlikely to take up cycling or cycle more in the next year. This proportion was significantly higher amongst those who do not support the STH initiative (81% cf. 61% amongst supporters).

4.7.37 Respondents who were attracted to the idea of taking up cycling or cycling more, were asked which of a range of actions taken by LBH might encourage them to do so. Of the options suggested, more/better cycle lanes/routes is the one most likely to encourage them to cycle (88%), followed by better education of drivers/motorists (76%)²; more cycling parking (73%); and reducing crime/the risk of cycle thefts (73%). Over half would be encouraged by help and support with bike maintenance (58%) with 42% suggesting they would be encouraged by cycle training or organised cycle rides.

² This research was completed before the recent high profile press coverage relating to a cluster of cycle deaths in London

Figure 4.23: Actions from the Council which might encourage residents to cycle (where residents are attracted by the idea of taking up cycling / cycling more in the next year, 238 respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.8 Public Transport

4.8.1 Local station flow and bus passenger data on routes going through Haringey were obtained from ORR and TfL. One issue to note is that these data cover both LBH residents and people from outside the borough.

Underground

4.8.2 TfL has published daily and annual underground station entry and exit figures. Table 4.23 shows the 2011 and 2012 daily weekday and total (weekend and weekday) annual entry and exit figures for the underground stations within LBH. Caveats regarding this data can be found in [Appendix B](#).

4.8.3 Most stations within LBH saw an increase in entries from 2011 to 2012, Tottenham Hale and Seven Sisters saw the largest increases in entries of more than 1,000 people. Highgate and Turnpike Lane saw a decrease in the number of entries from 2011 to 2012.

4.8.4 The data for exiting the stations from 2011 to 2012 in LBH followed a similar pattern to entry with the majority of stations showing increases. Seven Sisters and Tottenham Hale again had the largest increases, while Highgate and Turnpike Lane saw a decrease in exits.

Table 4.23: LBH tube station daily flows

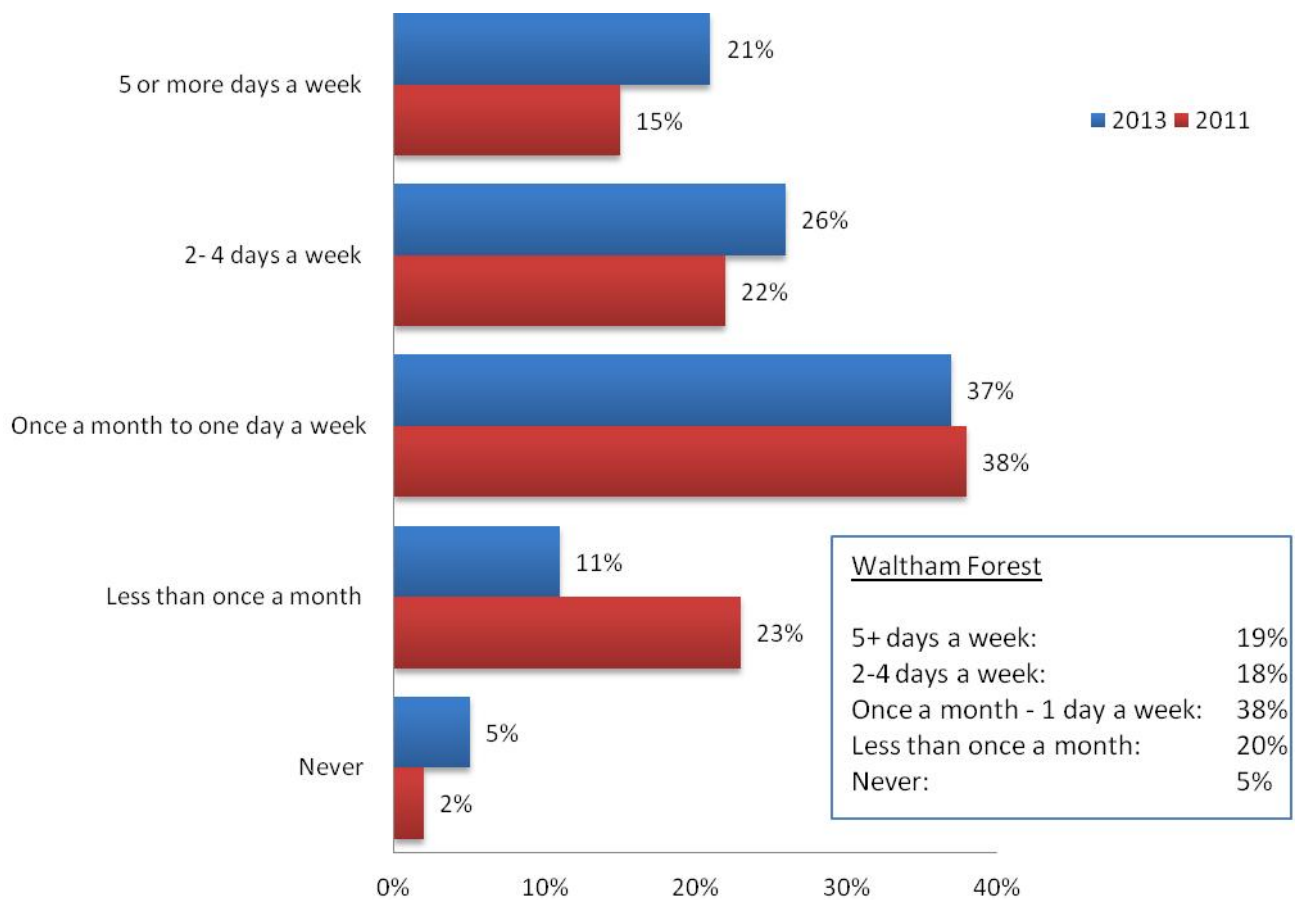
Station Name	Average Daily Flows 2011		Average Daily Flows 2012		Annual Total (millions) 2011	Annual Total (millions) 2012
	Entries	Exits	Entries	Exits	Entries and Exits	Entries and Exits
Bounds Green	9,048	8,292	9,424	8,387	5.59	5.74
Highgate	8,248	7,729	7,795	7,420	4.98	4.76
Seven Sisters	20,618	18,468	21,758	19,300	12.53	13.25
Tottenham Hale	14,047	14,254	15,177	15,381	8.86	9.80
Turnpike Lane	14,983	14,925	14,670	14,589	9.80	9.60
Wood Green	17,799	16,736	18,064	17,015	11.35	11.53
Total	84,743	80,404	86,888	82,092	53.11	54.68

Source: TfL (2012)

Travel Survey Results

- 4.8.5 The proportion of respondents using the underground in London for five or more days per week increased significantly compared with 2011. 21% now say they use the underground five or more days per week, compared with 15% in 2011.
- 4.8.6 The proportion of respondents that use the Underground two-four days per week also increased compared with 2011 (up 4%), while the proportion using it between once a month and once a week remained about the same. Significantly fewer respondents now use the underground less than once a month (11% cf. 23% in 2011).
- 4.8.7 Compared with Waltham Forest, the proportion of most frequent underground users is similar. 21% of Haringey respondents use the underground five or more days per week, compared with 19% of Waltham Forest respondents. Yet in total the proportion of Haringey respondents using the underground on at least a weekly basis (59%) is significantly higher than compared with Waltham Forest respondents (45%), partly because a substantially greater proportion use it 2-4 days a week (26% compared with 18%).

Figure 4.24: Frequency of underground use (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.8.8 Going to work is the main reason for using the underground in London, followed by leisure purposes (respectively 56% and 40% of respondents using the mode at least weekly).

Rail

4.8.9 The ORR publishes annual estimated station entry and exit figures. The following table shows the 2010 to 2012 estimated total and average daily flows of passengers using stations within LBH. As Oyster card users were not included in the datasets prior to January 2010, comparisons with earlier years cannot be made. See **Appendix B** for further details of caveats relating to the data.

4.8.10 The data indicates year on year that usage has increased at every station. The largest increase in average daily flows was seen in Haringey Green Lanes, this could be attributed to development in this area and proposed improvement works.

Table 4.24: LBH stations entry and exit counts

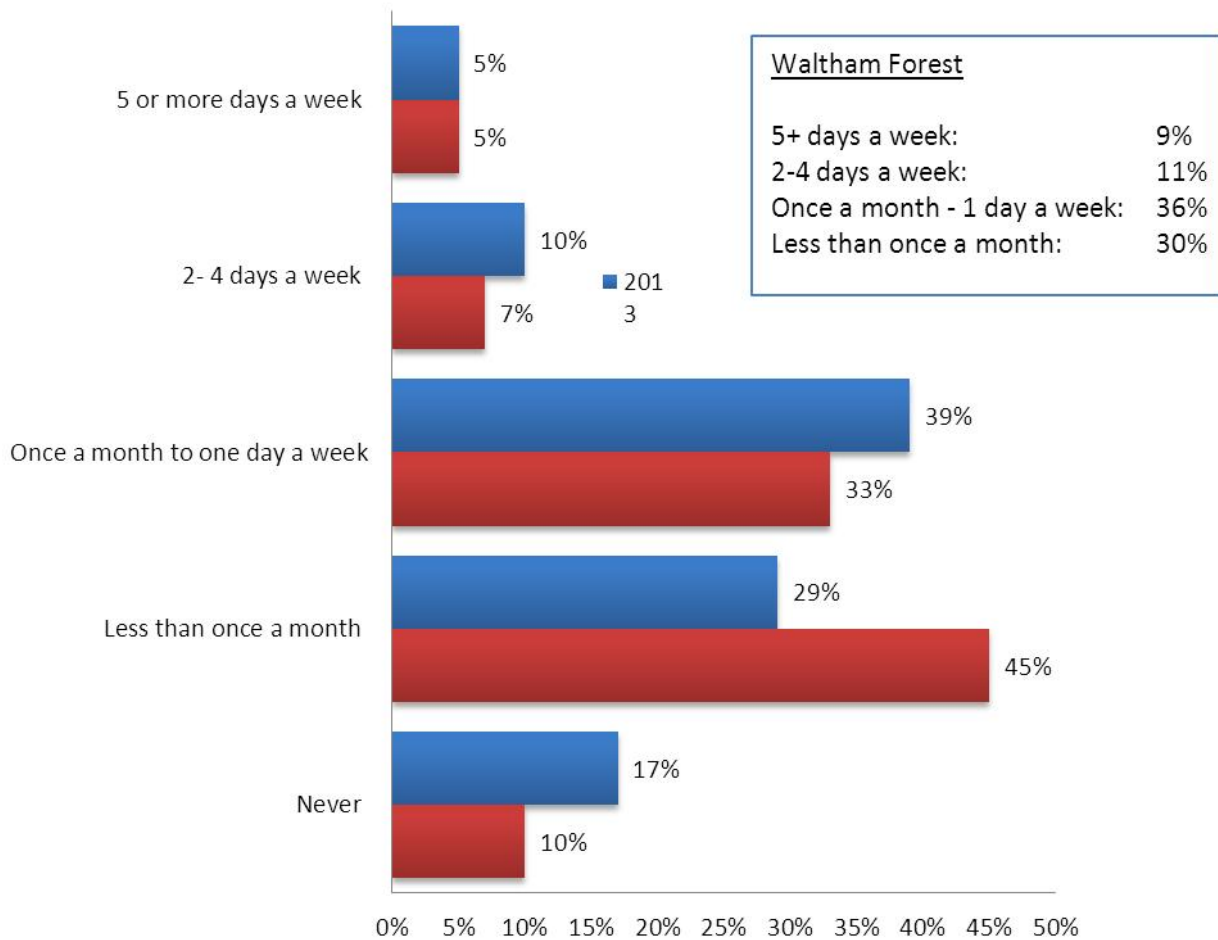
Station Name	1 Apr 10 – 31 Mar 11		1 Apr 11- 31 Mar 12		Average Daily Flows 1 Apr 10 – 31 Mar 11		Average Daily Flows 1 Apr 11 – 31 Mar 12	
	Entries	Exits	Entries	Exits	Entries	Exits	Entries	Exits
Alexandra Palace	557,480	557,480	578,641	578,641	1,527	1,527	1,585	1,585
Bowes Park	362,531	362,531	407,281	407,281	993	993	1,115	1,115
Bruce Grove	180,813	180,813	222,050	222,050	495	495	608	608
Haringey	519,549	519,549	531,013	531,013	1,423	1,423	1,454	1,454
Haringey Green Lanes	251,300	251,300	381,221	381,221	688	688	1,044	1,044
Hornsey	534,370	534,370	564,824	564,824	1,464	1,464	1,547	1,547
Northumberland Park	88,228	88,228	106,778	106,778	242	242	292	292
Seven Sisters	1,308,558	1,308,819	1,524,618	1,524,618	3,585	3,586	4,177	4,177
South Tottenham	220,994	220,994	328,799	328,799	605	605	900	900
Stamford Hill	166,997	166,997	186,741	186,741	458	458	511	511
Tottenham Hale	1,915,704	1,916,101	2,007,009	2,007,009	5,249	5,250	5,498	5,498
White Hart Lane	339,953	339,953	393,846	393,846	931	931	1,079	1,079
Total	6,446,477	6,447,135	7,232,821	7,232,821	17,662	17,663	19,815	19,815

Source: 'Estimates of Station Usage 2010-12' ORR/ Steer Davies Gleave

Travel Survey Results

- 4.8.11 Data from the Smarter Travel Haringey Attitudinal Research (2013) illustrates changes in the frequency of rail use (i.e. National Rail or London Overground). As the figure below indicates, responses were quite mixed compared with 2011. The proportion of respondents who said they never travel by rail in London increased from 10% to 17%, while the proportion that travel by rail five days or more a week remained the same at 5%. The proportion that travel by rail either two-four days per week or between once a week and once a month both increased, from 7% to 10% and from 33% to 39% respectively. The proportion that do so less than once a month dropped considerably from 45% to 29%.
- 4.8.12 22% of respondents travel by rail in London at least once a week, compared with 28% of residents in Waltham Forest.

Figure 4.25: Frequency of rail use (National Rail / London Overground) (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.8.13 The main reason for travelling by rail in London is for work, followed by leisure (respectively 61% and 27% of respondents using the mode at least weekly).

Bus

4.8.14 TfL has provided bus usage data for passengers on routes travelling through LBH. It should be noted these data relate to the entire routes, not just the sections within the borough. The following table shows a comparison of the total number of passengers (in millions) using these routes annually for by financial year (April to March). An increase in bus use was noted from 2010-11 to 2011-12. However, usage fell by 3.57% between 2011-12 and 2012-13. See **Appendix B** for further caveats regarding the data.

Table 4.25: Boarding in millions on routes through Haringey

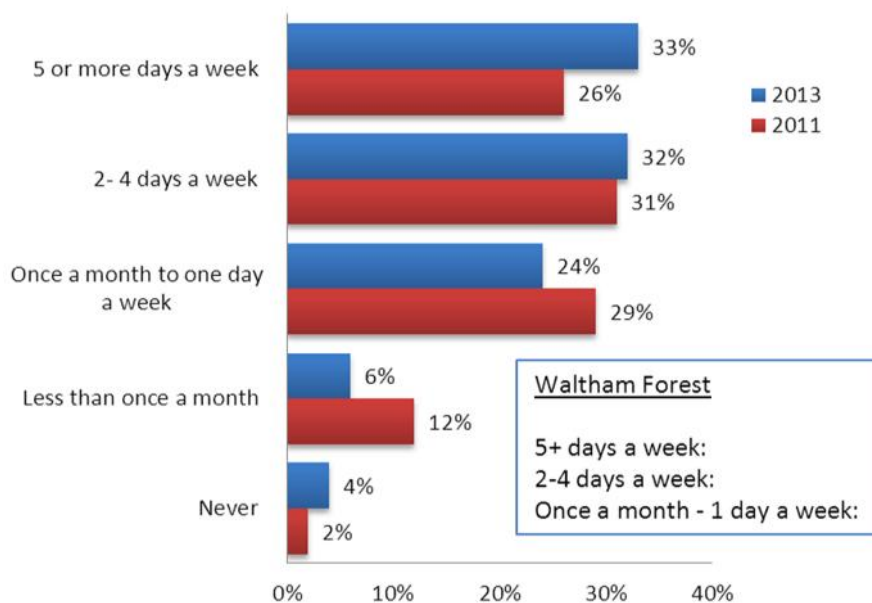
	2010-11	2011-12	2012-13	% change 2011-12 to 2012-13
Bus usage	285.68	289.71	286.14	-3.57%

Source: TfL (2013)

Travel Survey Results

- 4.8.15 Data from the Smarter Travel Haringey Attitudinal Research (2013) illustrates the most frequent bus users have increased significantly compared with 2011. One third of respondents now say they travel by bus in London at least five days per week. This is a significant increase compared with 2011, when 26% travelled by bus this often.
- 4.8.16 Compared with 2011, the proportion of respondents that travel by bus two-four days per week is about the same (31% cf. 32% in 2013). The proportion travelling by bus between once a month and once a week fell significantly, from 29% to 24%, and the proportion travelling by bus less than once a month also fell, from 12% to 6%.
- 4.8.17 Respondents are significantly more likely than Waltham Forest respondents to be frequent bus users. 20% of Waltham Forest respondents travel by bus five or more days per week compared with 33% in Haringey. Overall, 75% of Haringey respondents travel by bus on at least a weekly basis compared with just 49% of Waltham Forest respondents.
- 4.8.18 Among those respondents who support STH, regular bus use is significantly higher. 76% of supporters use the bus at least weekly, compared with 66% of those not in support.

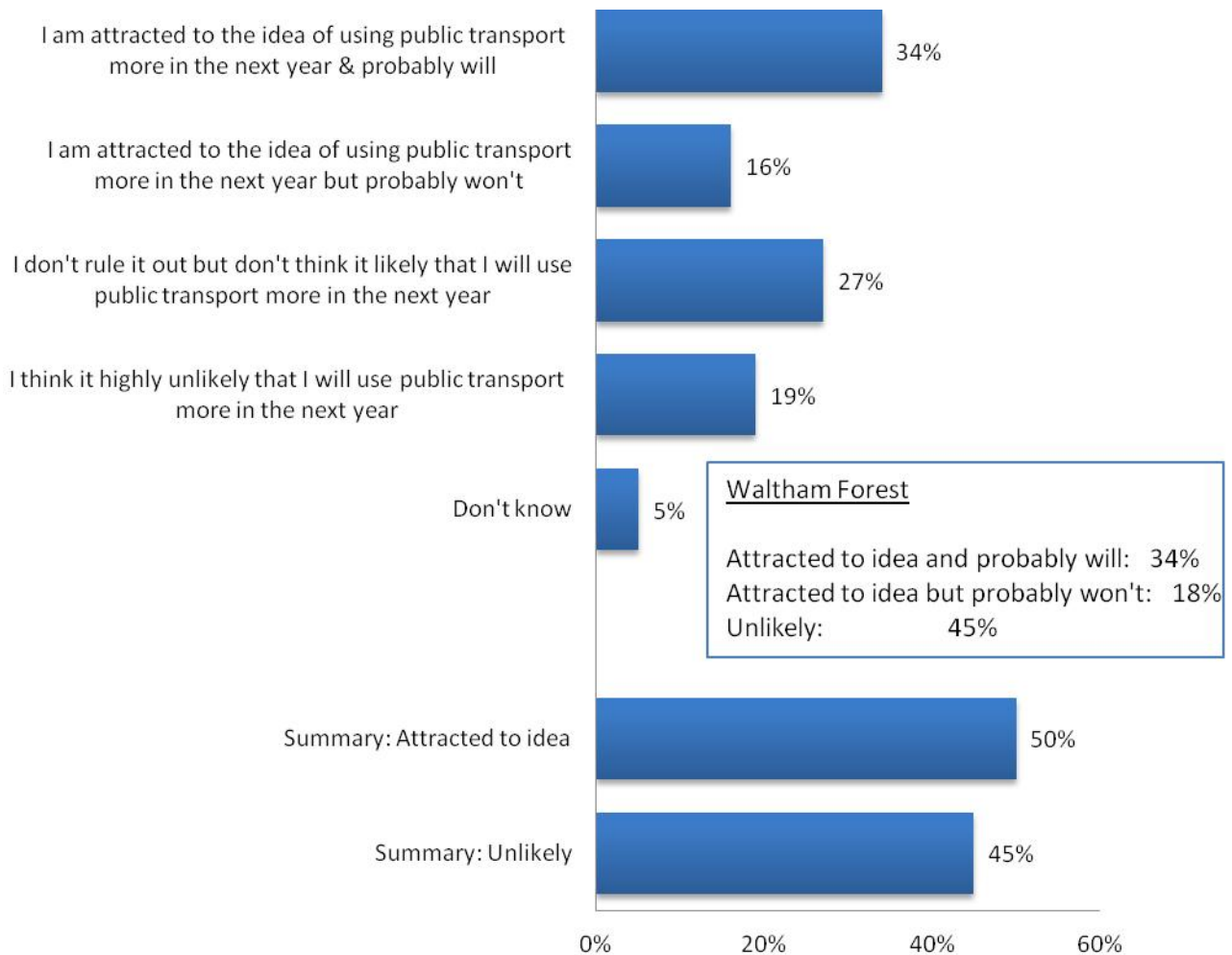
Figure 4.26: Frequency of bus use (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.8.19 Work and shopping are the main reasons for travelling by bus in London (respectively 44% and 43% of using the mode at least weekly).
- 4.8.20 Half of respondents said they were attracted to the idea of using public transport more next year (50%), including 34% of residents who stated they thought they probably would. These proportions are very similar to the public transport intentions reported in Waltham Forest.

Figure 4.27: Public transport intentions (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.8.21 Thinking about attitudes to public transport, 90% of respondents agreed that there were lots of bus routes local to them (90%). Half the respondents agreed that driving was more convenient than public transport, while one third disagreed. 43% agreed that they only used public transport when they had no other option, although a higher proportion disagreed that this was the case (51%). Respondents were much more likely to disagree that driving was cheaper than using public transport (46%), than they were to agree (29%).

4.9 Car Use

Car Clubs

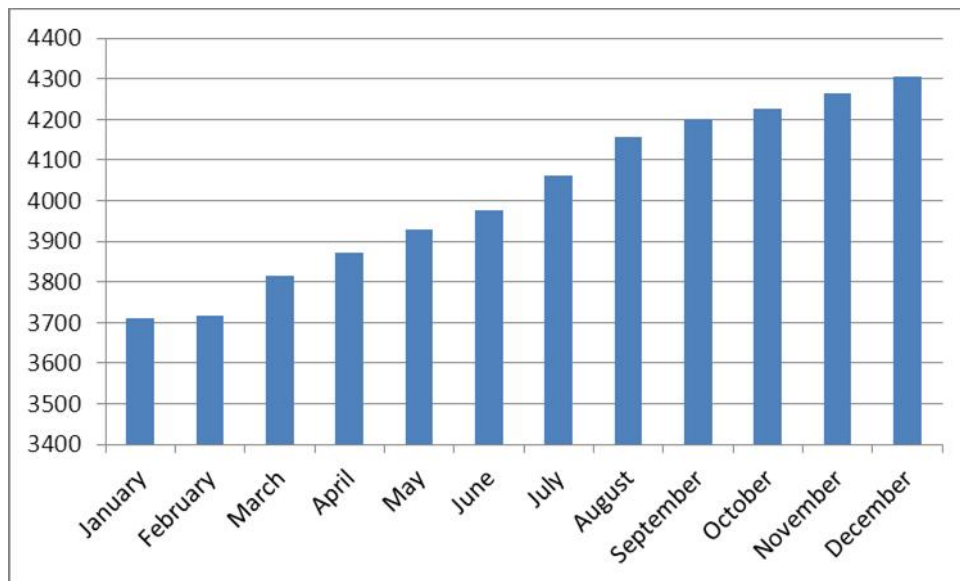
4.9.1 Zipcar currently hold the contract for operating on-street car club vehicles in LBH. As of January 2014, Haringey residents have access to 75 car clubs across the borough. 72 are operated by Zipcar at 54 on-street locations, and three are operated by City Car club at off-street sites. Car clubs are promoted

on LBH’s website, including information about their benefits, location of clubs in Haringey and how to join. Further information is available on Zipcars’ website.

4.9.2 During 2012, TfL analysis of car club growth potential in LBH showed there are approximately 35,000 potential car club users in the borough. Therefore there is huge growth potential.

4.9.3 The figure below indicates car club membership within LBH steadily increased during 2013. This trend has continued from 2012 which also saw a gradual increase in membership. During 2012, membership peaked in December, with 3500 members. In 2013 membership also peaked during December, with an increase of nearly 1000 members to 4306.

Figure 4.28: Zipcar membership LBH 2013

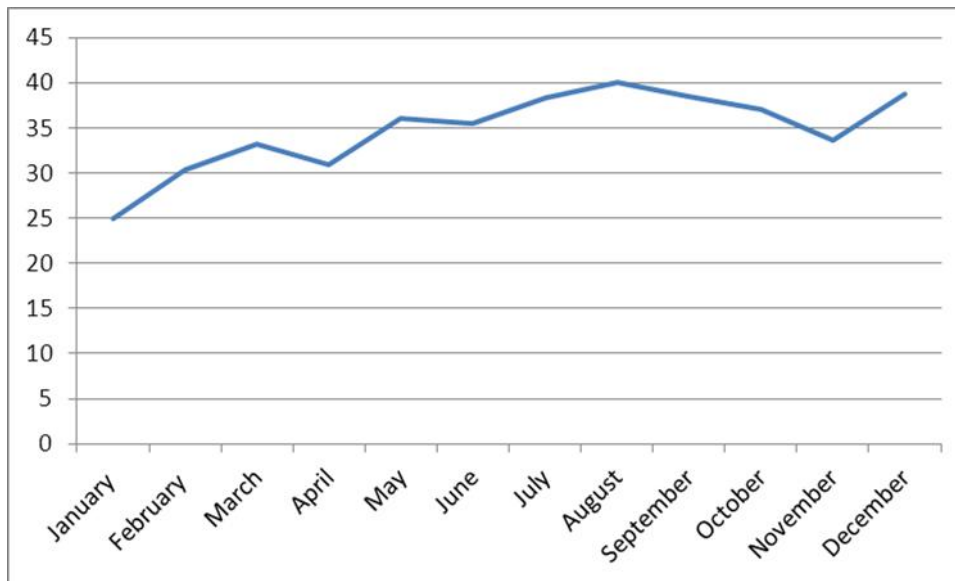


Source: LBH (2013)

4.9.4 The following figure shows the overall utilisations for all Haringey Zipcars, which relate to the percentage of available cars that were used during the month. N.B. this usage is based on 24 hours a day. So, for example, the 24.9% figure for January 2013 means that on average during this month the cars were used for about 6 hours in a 24 hour period. During 2012 data suggested utilisation remained constant around 30%.

4.9.5 Utilisation saw an overall increase from January to August 2013 when it decreased until November when an upward trend was observed. Utilisation peaked in August at 40%. It should be noted that Zipcar removed 15 vehicles in the summer of 2013.

Figure 4.29: Zipcar utilisation 2013



Source: LBH (2013)

Electric Vehicles

- 4.9.6 The number of electric vehicle charging points installed since 2009 is 17, providing space for 21 charging bays. Most charging points were installed in the 2009-10 financial year. No further charging points have been installed since April 2012. Usage statistics are not available for electric vehicles based in LBH.

Sustainable Driver Training

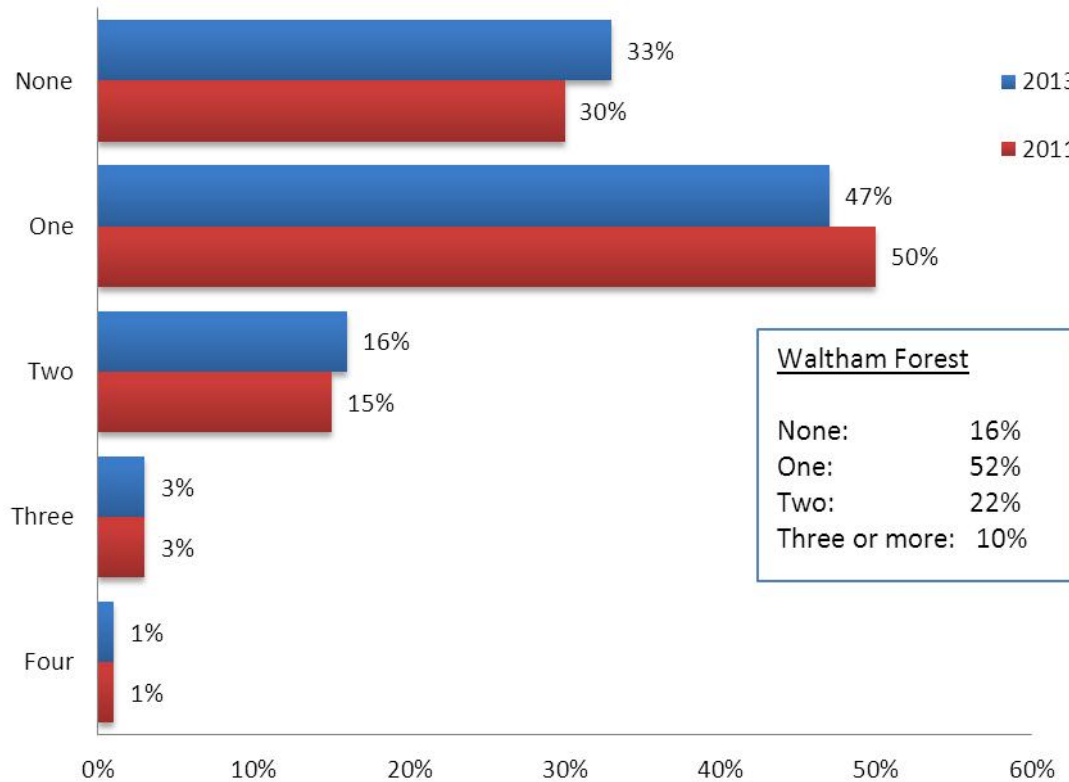
- 4.9.7 Sustainable driver training is available for employees of local workplaces, offering drivers a one on one session with a teacher from the Energy Savings Trust. Businesses that participated included: Fast Forward Group, Redemption Brewery, Restore Community Projects, Rebecca Smith Gardening Services, Van Girls and Expressways. Training places have also been allocated internally within LBH to the parks team.
- 4.9.8 During the training, the teacher works out a route in the local area and the participant undertakes two laps. The first lap is driven with no guidance from the trainer, while the second lap is undertaken with advice from the teacher. The aim is that participants should drive more sustainably the second time, with results provided to show them how much CO₂ emissions and money they would save. The average fuel savings were 16.4% from the training sessions undertaken to date. Based on the number of miles participants indicated they travelled each year, this equates to average savings of £330 and 570kg of CO₂ each year per participant.

Travel Survey Results

- 4.9.9 Data obtained from the Smarter Travel Haringey – Attitudinal Survey indicated in 2011 30% of Haringey households had no car and 50% had one car. Car ownership fell marginally, with 33% of households stating in 2013 that they had no car and 47% that they have one.

4.9.10 Waltham Forest respondents are slightly more likely than Haringey respondents to own/have access to one car (52% cf. 47% in Haringey), and significantly more likely to have two or more cars (32% cf. 20% in Haringey). In 2011, 43.8% of Waltham Forest respondents had one car and 21.5% had two or more cars.

Figure 4.30: Number of cars available to each household (All respondents)

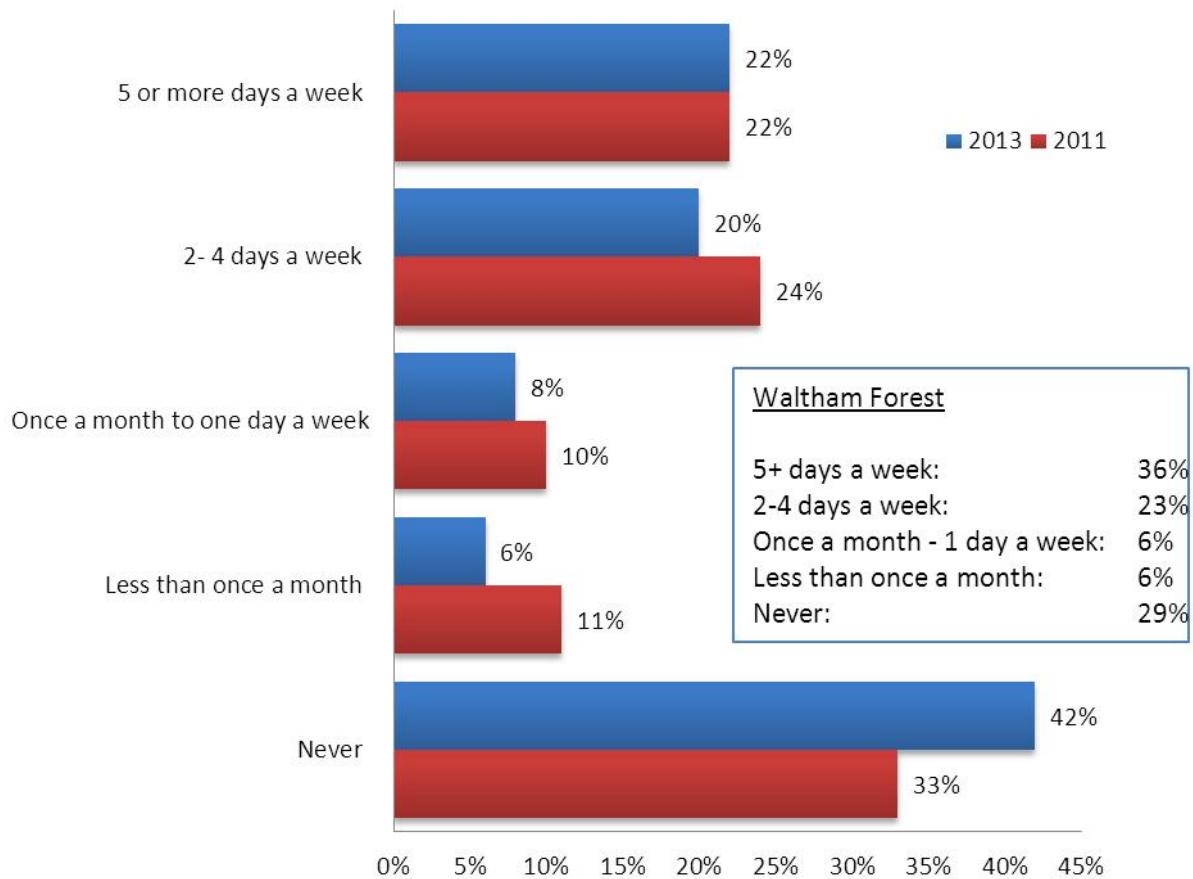


Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.9.11 According to data from the Smarter Travel Haringey Attitudinal Research (2013), the proportion of respondents driving a car in London at least five days a week was 22% in 2013, the same as in 2011. However, the proportion that drive a car less regularly decreased. The proportion that drive 2-4 days a week is down by 4% and the proportion that drive less than once a month is down by 5%. The proportion of respondents that say they never drive by car in London increased significantly since 2011, from one third to 42%.

4.9.12 Compared with Waltham Forest, the proportion of respondents that drive a car themselves at least five or more times per week is significantly lower, 22% cf. 36% in Waltham Forest, as is the proportion that drive by car at least once a week 49% cf. 63% in Waltham Forest.

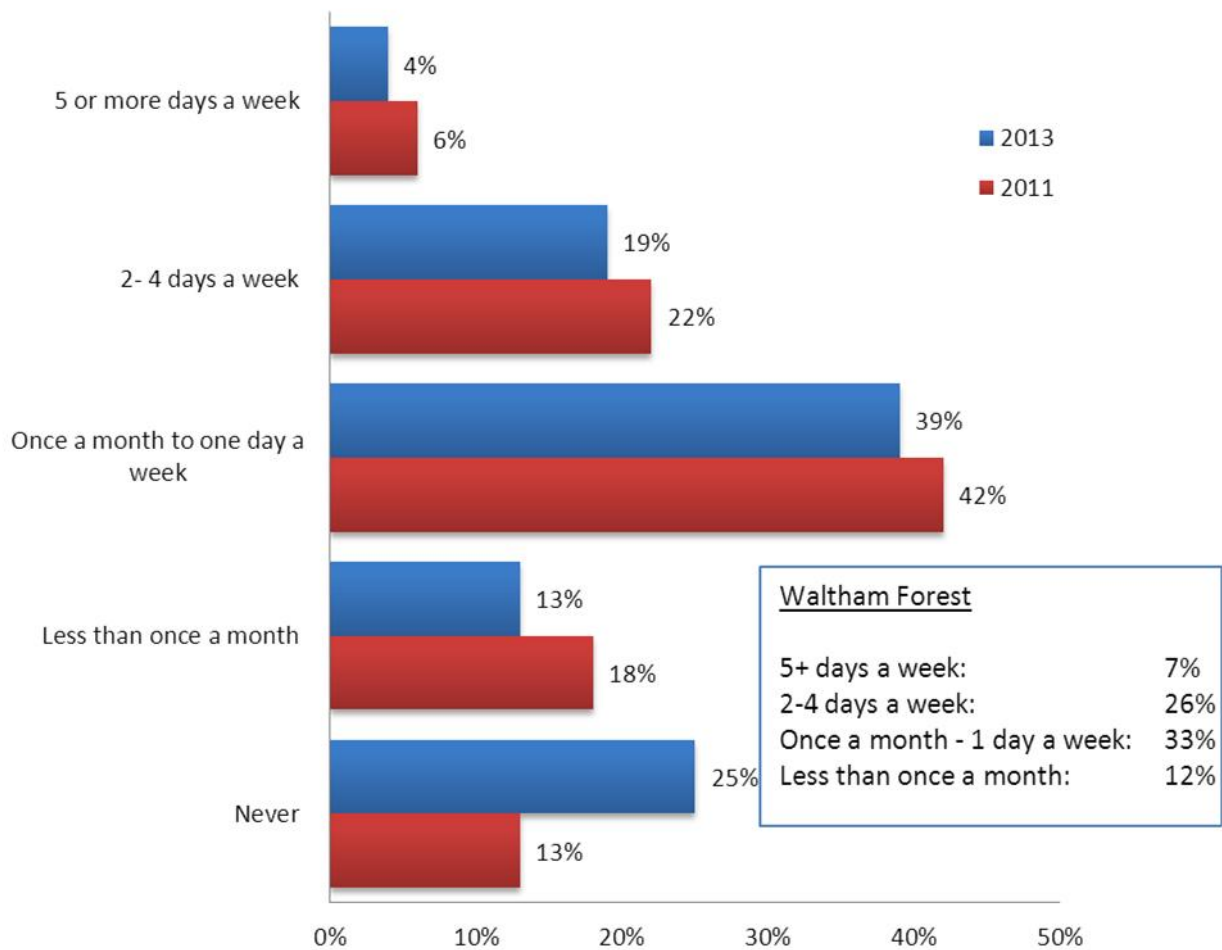
Figure 4.31: Frequency of car use - as a driver (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

- 4.9.13 Respondents who said they were *not* supporters of STH are significantly more likely to travel by car as a driver on at least a weekly basis than compared with those who are in support of the initiative (59% cf. 46%).
- 4.9.14 Car use as a driver is most likely to be for shopping, (57% of respondents using the mode at least weekly). These findings contrast with those from the survey conducted at Walk and Cycle to the Shops events, for which car was the least frequently used mode to get to the events. Car use for shopping among residents’ survey respondents is likely to be for longer trips / weekly bulk shopping.
- 4.9.15 Like the proportion of respondents that never travel by car as a driver, the proportion that say they never travel by car in London as a passenger also increased significantly since 2011. One quarter of respondents now say they never travel by car in London as a passenger compared with 13% in 2011. This is a substantial change, and potentially provides indirect evidence of the success of the STH programme, if those journeys are now being made by more sustainable means.
- 4.9.16 Compared with Waltham Forest, the proportion of respondents that travel by car in London as a passenger at all is marginally lower, 75% cf. 78% in Waltham Forest, while the proportion that go by car as a passenger on at least a weekly basis is significantly lower, 39% cf. 46% in Waltham Forest.

Figure 4.32: Frequency of car use - as a passenger (All respondents)



Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.9.17 Car use as a passenger is most likely to be for leisure purposes (43% of respondents used the mode at least weekly).

4.10 Travel Plans

Schools Mode Shift

4.10.1 LBH encourages and supports all schools across the borough to develop and implement school travel plans. These travel plans demonstrate how schools are implementing initiatives to make travel safer and more sustainable for students, parents and staff. They are an important tool to encourage modal shift. Engaged schools have access to additional resources, as well as enabling the STH team to promote initiatives and messages more effectively.

4.10.2 17 schools had travel plans in the academic year 2011-12. 2012-13 saw a more than twofold increase in the number of schools with travel plans - now 46 schools. With a total of 69 schools in the borough, this means two thirds now have travel plans. STH monitors school travel plans using TfL’s Sustainable

Travel: Active, Responsible, Safe (STARS) accreditation programme for education institutions with travel plans. There are three levels of accreditation:

- *Bronze* - an active travel plan which demonstrates that a education institution encourages active, sustainable and safer travel. Progress is reported annually and resources offered by TfL and local boroughs are utilised
- *Silver* - greater participation in active, sustainable and safer travel initiatives, with the involvement of pupils and wider stakeholders
- *Gold* - high level of participation and involvement where travel plan activities are ingrained into the educational community, and activities and updating of elements of the travel plan are delegated to students.

4.10.3 Of the 46 school travel plans in LBH, seven have achieved Gold accreditation, three have achieved Silver accreditation and 33 have achieved Bronze accreditation. There are three other active travel plans. STARS also makes annual awards. In 2012-13, the School Travel Plan co-ordinator at Stroud Green School was given the accolade of School Travel Plan Champion of the North London Region. This was presented at City Hall.

4.10.4 Modeshift is a national membership organisation specialising in sustainable travel and providing behaviour change support for those working with children, young people, families, educational establishments and workplaces. It operates a series of annual awards. In 2013 Riverside School received the award in the Sustainable School Travel category for independent travel training for their special needs children.

4.10.5 LBH invited all 17 schools with a STARS accredited plan as of 2011-12 to bid for a grant fund to improve sustainability. Small Grants were awarded to eight schools for their continuing work with improving their modal shift. These were used to:

- Increase the number of pool bikes and scooters for pupils to use during school for cycle training, and for families to use outside school
- Purchase high visibility jackets for school trips
- Organise bicycle maintenance courses for staff.

4.10.6 In 2012-13, STH launched a new walking initiative, The Walking Teddy Club. This has encouraged key stage one and foundation pupils and their families to walk to school more. There is an inter class competition to receive a Teddy in the class that has the most walkers for the month/week/fortnight, whatever works for the school. Pupils can take the Teddy home on a rota basis. This supports their language writing and drawing skills, by completing a page in a Teddy's Walking Diary. Children and staff have enjoyed this and it is a great

Figure 4.33: Pupils with Walking Teddy




opportunity for all parents to join in the activity too. Walking Teddy Club resources were offered to all infant schools and delivered to 34 schools.

Figure 4.34: Extract from Teddy's Walking Diary

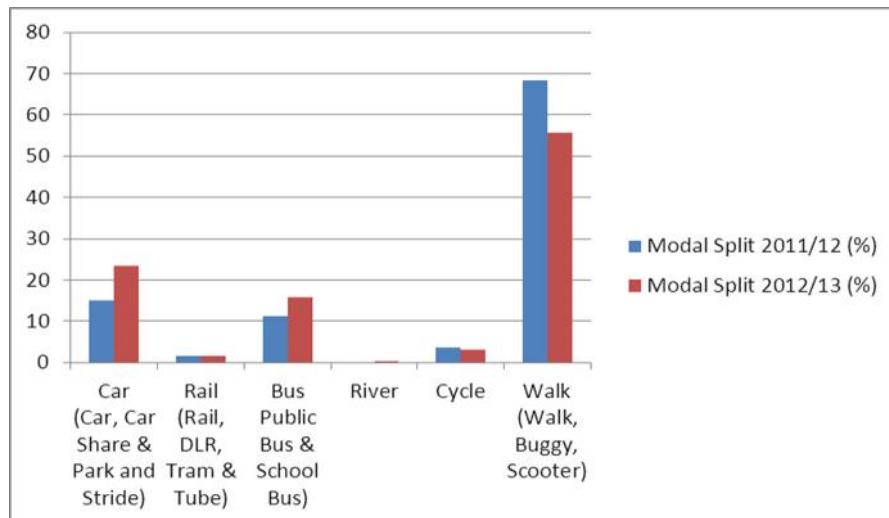
Date 02/05/13 Name: Lilian Class St Martin
 On my school journey we did this together:
 Write a Story or Poem or draw a picture.

When I walk home from school, I saw lots of children coming out of different schools. I also saw blossom on the trees and some pigeons and birds singing as me and teddy walked through the park. When I get home I played with teddy on my trampoline in my garden. When I went to bed I slept with him and my own teddy bear.



- 4.10.7 Walk to School is a national campaign organised by Living Streets. For Walk to School Week, 20-24 May 2013, classroom resources from Living Streets, were delivered to 51 schools in the borough.
- 4.10.8 Wise-Up is an informative booklet delivered to each of LBH's 2712 year 6 pupils. The aim is to help them with the transition from primary to secondary school which may involve using new forms of transport to get to and from school. This resource is complemented by a parents' own version of the booklet. It is supported by the TfL Safety and Citizenship Team, who deliver talks to all primary schools in the borough including the transitional year 6 pupils.
- 4.10.9 The figure below shows modal split for schools with travel plans in LBH monitored via the STAR programme in 2011-12 and 2012-13. The modes covered are: car (including car share and park & stride), bus (public and school), rail (rail, Docklands Light Railway, tram and tube), river, cycle and walking (including buggy and scooters). As indicated above, 17 schools had travel plans in 2011-12 compared with 46 in 2012-13. The considerable increase in the number of schools monitored is likely to have impacted on the change in mode share between 2011-12 and 2012-13. Changes are summarised below, but cannot be considered a reliable indicator of progress in mode shift between the two years.

Figure 4.35: Mode shares (%) for LBH schools with travel plans



Source: <http://staccreditation.org.uk> (2013)

Residential and Workplace Travel Plans

4.10.10 A Workplace Travel Plan Officer post exists, covering the Boroughs of Enfield, Haringey and Waltham Forest. The main focus for travel planning is ensuring the effective implementation of residential, workplace and destination travel plans through the development process, as these require developers to integrate sustainable transport considerations into new developments from the outset. The travel plans are implemented with a longer term view, and will develop and evolve in accordance with both changes in an organisation and the wider environment in which they operate.

4.10.11 STH continues to provide support and monitoring for these travel plans. For example, one of STH’s active travel projects, Cycling for Healthier and Closer Communities, runs from Hale Village. This is one of the developments supported with a travel plan, and STH held events there and is in the process of possibly setting up another project at this development. Monitoring of workplaces/developments is undertaken to ensure that they deliver what they promised to do in terms of travel planning. The frequency depends on the size of the organisation/development and what travel plan activities are being carried out.

4.10.12 STH also actively works with the business community to encourage the adoption of travel plans and other sustainable transport initiatives, on a voluntary basis. 11 of the larger organisations have implemented workplace travel plan measures such as cycle training: TK Maxx - Haringay; Wood Green Custody Centre - Metropolitan Police; Barnet, Enfield and Haringey Clinical Trust; Forrester House - Bounds Green Road; Cannon Rubber Site - Brook House; former Lynx Depot - Coppetts Road; Aldi - Tottenham; former Bridisco Site - White Hart Lane; Park Road - Crouch End; Waltham Oak public house; Hale Village - Ferry Lane.

Personal Travel Plans

4.10.13 In February 2013, STH commissioned the community organisation LUOS to pilot a different approach to PTP. This is a form of social marketing, usually delivered to households that encourages a change in travel behaviour away from the car. It provides tailored support that fills knowledge gaps, challenges

inaccurate perceptions and makes alternatives to the car more attractive, encouraging greater use of public transport, cycling and walking.

4.10.14 A pilot scheme took place in Northumberland Park and White Hart Lane neighbourhoods in east Haringey. These sites were selected in view of their diverse communities identified as aspiring to car ownership alongside high levels of obesity, lower levels of physical activity and poorer health. To ensure a socially inclusive approach and invest in the local community, LUOS, based in Tottenham, was appointed to deliver the project, owing to their strong record of successfully engaging with local residents in Haringey. LUOS recruited a team of residents from the two identified wards to deliver the marketing, with a total of 13 people employed. LUOS organised training sessions to ensure these individuals learnt all the stages of the PTP approach and project prior to delivery.

Figure 4.36: Local PTP employees



4.10.15 The key outputs and outcomes were:

- 13 part time green jobs created
- 9,115 homes visited, of which 5,750 were unoccupied or did not respond, and 3,365 households (36.9% of all those visited) were occupied and a conversation held
- 1,424 households (15.6% of all those visited) requested a range of PTP resources including 666 cycling guides, 1126 walking guides, 398 *Look out For Each Other* cyclist/driver guides, 602 *Greener Driving* guides, 152 *Active with Ease* leaflets, and 166 cycle training materials.

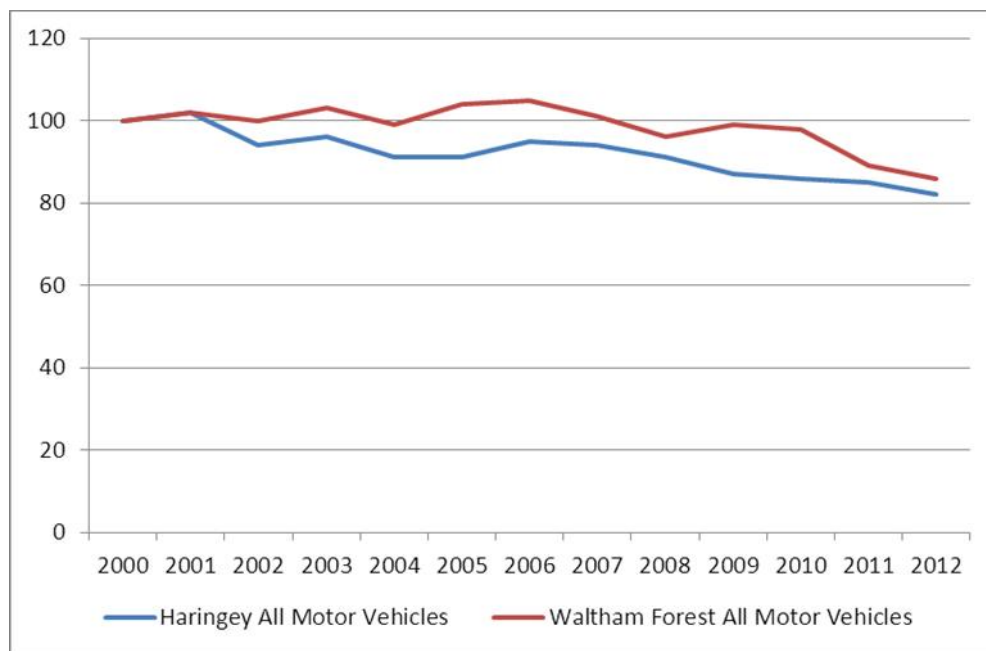
4.11 Traffic

Traffic Counts (DfT)

4.11.1 The DfT 46 count sites in Haringey and 40 count sites in Waltham Forest collect traffic as well as cycle data. They are part of the DfT's A road annual traffic survey used to calculate the AADF, the number of motor vehicles passing through each count point on an average day of the year.

4.11.2 These sites have been analysed to identify general traffic trends within the boroughs. In order to compare the boroughs' data, the total flows across all monitored sites have been indexed to 2000. The results are illustrated below. In absolute terms, the total number of motor vehicles counted by the network of counters during the whole of 2012 was 938,041 in Haringey, lower than in Waltham Forest which was 1,152,493. The volume of traffic in both boroughs has gradually been decreasing. This is very positive as the population in the borough has considerably increased over recent years.

Figure 4.37: DfT traffic flows in Haringey and Waltham Forest



Source: DfT (2013)

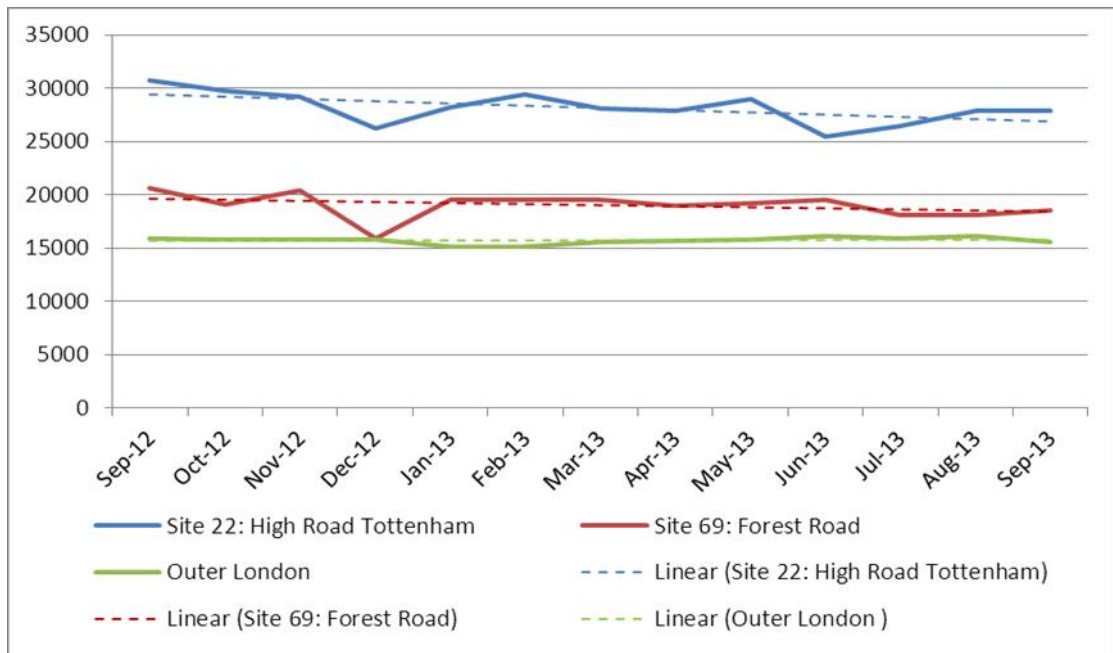
Traffic Counts (TRLN)

4.11.3 To compare the traffic on TfL's TLRN roads within Haringey and Waltham Forest, a site from each borough was selected for analysis. The sites were chosen as they contained the most complete data set for the period required. For Haringey, site 22 on the High Road, Tottenham was used, and for Waltham Forest, site 69 on Forest Road was used. This has been compared with TLRN for the Outer London Boroughs.

4.11.4 The figure below relates to the total number of counts in both directions made by the automatic traffic counter during a 24 hour period on the last day of each month. Data was collected from September 2012 to September 2013. Previously, from May 2010 to August 2012, the trend for Haringey showed a very slight increase in traffic volume, while Waltham Forest showed an overall decline in traffic volume, and the trend for the Outer London average was constant, with volumes generally lower than those measured at the Haringey site.

4.11.5 Similarly, the trend for the Outer London average has remained almost constant from September 2012 to September 2013. Data indicates the average for High Road Tottenham has a higher share of vehicles than Forest Road throughout September 2012 to September 2013. There was an overall decrease in traffic at both sites over this period.

Figure 4.38: TLRN traffic flows for Haringey and Waltham Forest



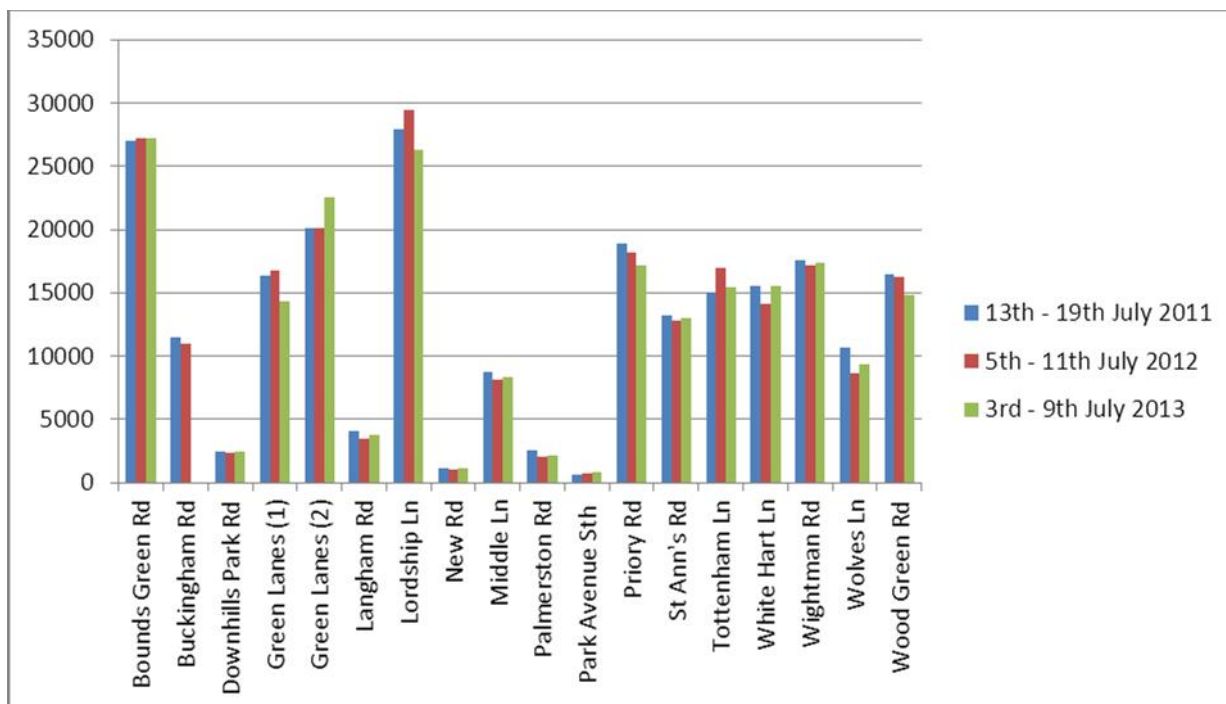
Source: DfT (2013)

Traffic Counts (Borough)

- 4.11.6 As part of the Biking Borough programme, LBH conducted Automatic Traffic Counts (ATC) at 18 locations throughout the borough. These recorded two-way traffic, seven days a week for 24 hour average traffic flows (7am – 7pm Monday to Friday). The following figure indicates data collected in the same locations over a three year period from 2011, 2012 and 2013. Data were collected during the summer months; the exact dates vary slightly from year to year (the graph legend shows the most commonly used period). No data was available in 2013 for Buckingham Road.
- 4.11.7 Ten of the sites showed an overall decrease in traffic volumes over 2011-13, with Lordship Lane indicating the most significant decrease. Only Green Lanes (2) showed a relatively large increase in traffic volume. Across all sites there was a reduction in traffic of 3,487 vehicles from 2011 to 2012, with a reduction in traffic of 41,757 vehicles from 2012 to 2013.³

³ This is for 17 sites as data was unavailable for Buckingham Road in 2013.

Figure 4.39: LBH - ATC traffic flows



Source: LBH (2013)

4.12 Road Safety

Overall Casualty Data

- 4.12.1 Data from January 2009 to 31 August 2013 for LBH was obtained from TfL. In the eight months from January to August 2013 there were 70 serious and fatal incidents. As data for the whole of 2013 is not yet available, provisional estimates for 2013 were derived by scaling up the available data to represent a whole year. Therefore the 2013 figures should be treated with caution.
- 4.12.2 The data included in LBH's LIP reports interim targets for 2011 to 2014 only. This is displayed on the top line of each of the tables below.

LIP Mandatory target: Reduce KSI casualties

- 4.12.3 LBH's LIP set a target of a 20% reduction in KSI casualties (fatal and serious) by 2013, from the 2004-8 baseline of 100 KSI casualties. Data indicates there has been an increase of 5% from the baseline to 2013 KSI casualties from 100 casualties to 105. There was a spike in casualties from 2011 to 2012; however, the estimated 2013 figure is lower than the 2012 figure.
- 4.12.4 During 2012 of the 107 fatal and serious casualties, 12 were cyclists, representing 11% of casualties. During 2013 (which has been scaled up to allow for the whole year) of the 105 fatal and serious casualties, 26 were cyclists, representing 25% of casualties, and 47 were pedestrians, representing 45% of casualties. The DfT and TRLN data both show an overall increase in cycle flows in LBH, while the residents' survey indicated an increase in walking. It is possible that the number of cyclist and pedestrian casualties could partly be related to these increases, meaning more exposure to accidents.

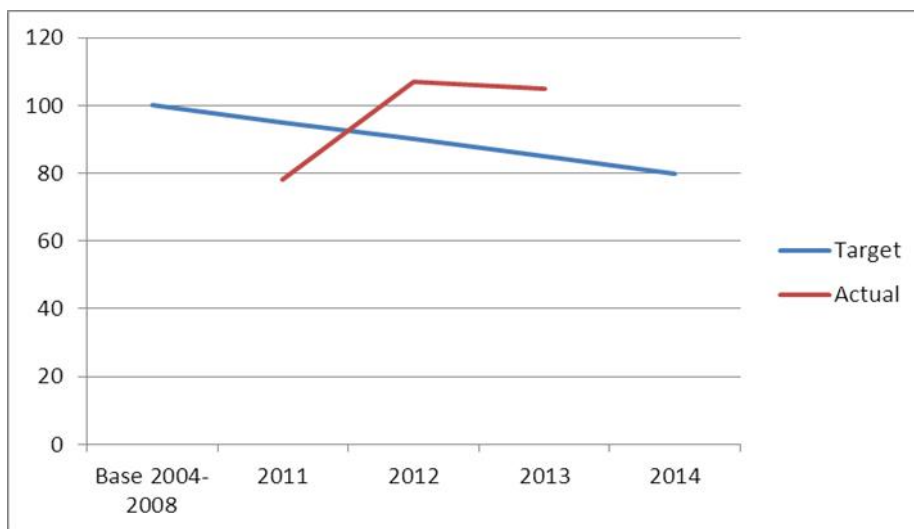
In addition, while a number of road safety projects have been run in 2013 it may be too early for their impacts to influence the casualty data.

Table 4.26: KSI Figures – LBH

	Baseline 2004-8	2011	2012	2013	2014
Target	100	95	90	85	80
Actual		78	107	105	

Source: TfL (2013)

Figure 4.40: KSI figures- LBH



4.12.5 The STH year one report attributed a proportion of the accidents to the TLRN (A1 Archway Road and A10 Tottenham High Road, both running north-south in the borough). It is also further noted that the figures do not account for an increase in population.

Child casualties

LIP Mandatory target: Reduce child casualties

- 4.12.6 LBH’s LIP set a target of a 19.7% reduction in child casualties by 2014 from the 2004-2008 baseline of 96 casualties. Child casualties (all severities) aged 0-17 decreased over 2011-12.
- 4.12.7 Actual data from 2013 relates to child casualties (all severities) aged 0-15. In the eight months from January to August 2013 there were 48 incidents (all severities). As data for the whole of 2013 is not yet available, provisional estimates for 2013 were derived by scaling up the available data to represent a whole year. Therefore, the 2013 figures should be treated with caution. This results in the same number of casualties as for 2012. The data suggests the target reduction in child casualties has been exceeded.
- 4.12.8 During 2012 of the 72 casualties, 6 were cyclists, representing 8% of casualties. During 2013 (which has been scaled up to allow for the whole year) of the 72 casualties 8 were cyclists, representing 11% of casualties.

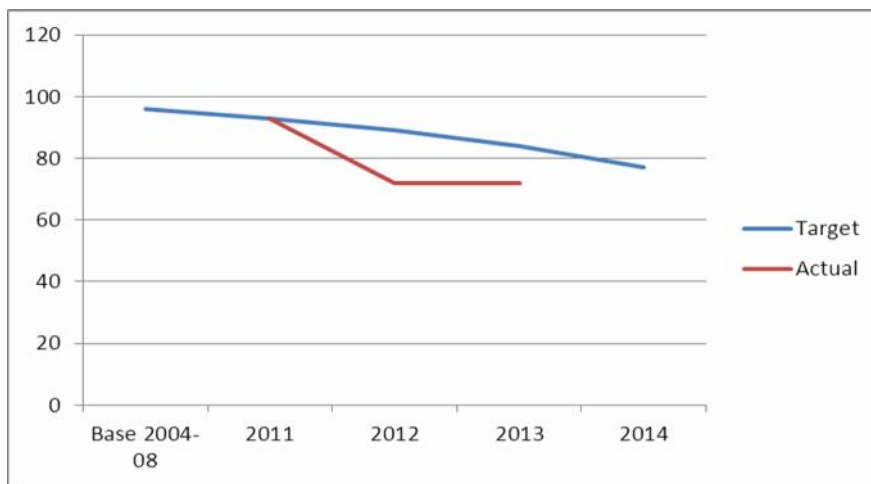
Table 4.27: Child casualties – LBH

	Baseline 2004-8	2011	2012	2013	2014
Target (0-17 yrs)	96	93	89	84	77
Actual		93	72	72*	

* 0-15 years

Source: TfL (2013)

Figure 4.41: Child casualties – LBH



4.12.9 The STH team work on a range of educational initiatives designed to create safer journeys to and from schools. These are reported on below.

Busology

4.12.10 Following an initiative funded by TfL to address concerns about young people’s anti-social behaviour on public transport, STH worked with a local secondary school to engage many of the ‘sometimes harder to reach’ pupils in a ‘Busology’ project. The STH team developed a series of informative and thought provoking surveys and project work, which were successfully converted into lesson plans. Each lesson plan aimed to encourage young people to investigate and ultimately deliver the message of how behaviour on transport affects other passengers, transport staff, their friends and other pupils. There are opportunities for the pupils to engage with members of society positively, that should improve their ideas about the way to behave on buses and trains. The final lesson plan is the most exciting part, as pupils are encouraged to create their own song, poem or play, to deliver the important message of the need to improve behaviour when travelling.

Figure 4.42: Busology branding



4.12.11 In 2013, all secondary schools were presented with the opportunity to participate in a bus behaviour competition and submit songs, poems or plays capturing their thoughts on travelling on buses. Schools and pupils that participated included Park View (26 pupils), Fortismere (40 pupils), Woodside High (25 pupils), St Thomas More (50 pupils), and Highgate Wood (25 pupils). Each school had between 25-50 students attending workshops.

4.12.12 The competition was judged by industry professionals. The winning school, Woodside High, was provided with the opportunity to record their song in a professional studio. This was then presented to the whole school during assembly.

Tunes into Transport

4.12.13 This was a sustainable transport song-writing and concert programme for schools, utilising the Project Earth Rock multi-media scheme of work for sustainability. Six LBH infant schools took part in the programme in 2012-13: North Harringay, Earlsmead, Stroud Green, Highgate, Holy Trinity and Welbourne, totaling 2,250 key stage one pupils. Two musicians spent a day in each school working with 10 pupils, to create a song based on priorities identified in the school travel plan. A group version and solo version of the song was recorded and sent to the school along with the music and words.

Theatre in Education

4.12.14 STH organises road safety theatre in education performances for infant, primary and secondary schools. This is part of LBH's co-ordinated approach to reduce child pedestrian casualties and promote awareness of sustainability and safety issues.

4.12.15 The Magic of Road Safety has been developed for infant schools, in conjunction with the police and local councils. The aim is to provide a fun-packed, entertaining show to help promote key road safety messages. The show covers many other important issues such as the need to be seen (high visibility clothing), the "stop-look-listen-think" message and wearing a cycle helmet. In 2012-13, the Magic of Road Safety was performed in 10 LBH infant schools. A total of 600 key stage one/reception pupils viewed the performance.

4.12.16 The Riot Act, an educational theatre company, worked with STH and both primary and secondary schools to promote key messages around staying safe on the home to school journey. Using humour,

drama, video screens and music, students were introduced to engaging characters in recognisable situations. They were then given the opportunity to interact in order to fully explore the far reaching consequences of bad road safety. In primary schools, students were also made aware of the importance of sustainable travel - both the personal benefits and the benefits to the environment and community. This equipped them with the mindset and skills they would need to become confident, safe and independent travellers of the future. The Riot Act visited a total of 20 primary schools in 2013 engaging a total of 1200 key stage 2 pupils.

4.12.17 At secondary school level, the focus was on raising awareness of key road safety dangers such as distractions, peer influence and 'thrill seeking' behaviour. Interactive theatre and workshop activities were used to revisit what 'stop, look and listen' truly means to transitional students, the majority of which use mobile phones and listen to music through headphones, exposing them to the dangers of the road. The Riot Act visited 10 secondary schools in one week to deliver the year 7 and 8 road safety theatre event.

Figure 4.43: Theatre in Education performance in a secondary school



4.12.18 Some quotes from pupils who viewed the performance in secondary schools:

"I think that the play was brilliant. And every bit of it is true. I could imagine all of it and I personally thought it was a truthful example of something that really could happen."

"I've learnt that I should be safe on the roads because I don't want to die at such a young age."

4.12.19 Some quotes from teaching staff in the secondary schools:

"The rapport between the actors and students was excellent. Video images and music helped with concentration & enjoyment but also kept the students focused. Excellent!"

"Thanks for the fantastic performance, the pupils most definitely listened and learned some valuable road safety lessons!"

Children's Traffic Club

4.12.20 Since 2003, TfL has funded and supported the Children's Traffic Club (CTC) to all 3 to 4 year olds living in Greater London. STH continues to promote the CTC within children's centres and schools. This resource contains an interactive pack of three DVDs, full of character based stories, games, sing alongs, fun sheets, parent guides, activity books and stickers. 48 weeks' of membership material is provided for parents/carers to work through with their child or children on a PC or DVD player, allowing consideration to those social groups who may not have easy access to the latest technologies.

Figure 4.44: CTC logo

4.12.21 In the borough the total number of children registered with the CTC since 2003 is 10,703. From April 2012 to March 2013, there were 2,781 registrations.



Junior Travel Ambassadors (JTA)

4.12.22 This is another TfL initiative. It builds on the work of the Junior Road Safety Officer scheme, using the same peer-to-peer engagement approach. Schools and students are given resources and guidance to promote safe, active and independent travel within the school community in a fun, engaging way, while spreading important messages and building life skills.

Figure 4.45: JTA pupils at Coldfall Primary School



4.12.23 In Haringey, 16 schools engaged in the JTA scheme during 2012-13. Activities included delivering two training sessions for 32 teaching staff and 64 JTA pupils. They organised competitions for their peers. Competition entries were used to create a bespoke road safety information leaflet. 20,000 copies were produced and used to promote road safety within the borough. The young people involved were invited to the cinema as a thank you for their hard work throughout the year.

Assunah Primary Road Safety Project

4.12.24 This was a community road safety project situated in the east of Haringey. The school has 15 teachers and 100 children, and, when combined with the various supplementary schools that run within the centre, the venue provides essential access to many hard to reach groups. The aim of this project is to raise awareness of road safety issues and in particular the danger to children on roads.

Figure 4.46: Assunah Primary School Road Safety Walk 2013

4.12.25 A competition was organised, for which 100 students submitted designs for a road safety leaflet. The leaflet produced was made up almost entirely of students' concepts, images and quotes, an embodiment of the project.



4.12.26 100 students and 15 staff members at the school received theoretical and practical pedestrian training. Staff continue to deliver this training with new students and other staff.

4.12.27 The JTA scheme was also taken up by the school. It is hoped that this will continue.

4.12.28 The project ended with a successful community event. The day started with a themed road safety assembly. 100 students and 15 staff participated in various presentations on the project. Keynote speeches were delivered by Khoyrul Amin of LBH and the head of the school on the importance of the

road safety and the impact of the project. The rest of the day took the format of a family fun day with bouncy castles, food and various stalls. Throughout the day, approximately 500 people attended, learning about the project, and taking home the designed leaflet, and road safety information and advice. Over 100 parents and guardians attended the road safety assembly.

Zig Zag Campaign

4.12.29 This is a borough wide campaign. Zig zag lines identify a no waiting zone close to school gates. Illegal parking and stopping on the zig zags makes it difficult for children to cross the road as sightlines are blocked. With the support of children from a local school, custom made banners were created, illustrating children lying head to toe to make the zig zag pattern. 59 primary schools were issued with a banner and leaflets, to help reinforce the message that zig zag markings must be kept clear.

Figure 4.47: School pupils and campaign banner



Safe Drive Stay Alive (SDSA)

4.12.30 This is a nationwide, road safety production delivering key messages to 16 -19 year olds who are our young pre drivers. SDSA highlights the far reaching consequences of these young person's actions and decisions as drivers and car passengers. It communicates important messages about distractions such as mobile phones, loud music, speeding, drink and drug driving and about the dangers of not wearing seat belts. The production also delivers empowering information about not succumbing to peer pressure.

4.12.31 SDSA is purposefully delivered in a theatre away from familiar surroundings. The young people watch a film clip of a situation that could easily be any one of them. This is interspersed with real life accounts from members of the police, ambulance and fire services. In addition, there are contributions from family members who have lost relatives in tragic road traffic events, and a crash survivor in a wheelchair who tells of his life hopes and dreams being halted by his decision to speed and not wear a seatbelt.

4.12.32 In 2012, SDSA was delivered to 120 pupils from LBH schools at the Millfield Theatre, as part of Enfield Council's initiative. In 2013, the scheme received support from TfL to improve the production. The number of pupils engaged increased in 2013 to 158.

Figure 4.48: Safe Drive Stay Alive 2013



4.12.33 Evaluation has evidenced the value attached to SDSA by the young people that have seen it. The evaluation from LBH pupils and teaching staff has been invaluable in the decision to repeat this important initiative within the borough in November 2014. Examples of comments from pupils attending the event 2012:

“Seeing SDSA has made me:

Wear my seatbelt more

Think about entering someone’s car

Raised awareness that people need to be careful when driving”

“After the SDSA performance I felt:

More aware of what the drivers are doing and making sure I am safe whilst I’m in a car.

More cautious.

Very emotional after all the real life stories I heard”

Would you recommend that other young people see SDSA?

“Yes because it will make them aware of dangers that can occur on the roads”

“It’s very convincing and emphasises reality”

“It opens your eyes to the reality of unsafe driving”

Anything else to say?

“I just want everyone to stay safe when they leave their house or where ever they are going to”

“The Safe Drive Stay Alive is a very good thing and it should be done every year to educate the people about how they drive”

Right Gear London Motorcycle Safety

4.12.34 According to ‘Casualties in Greater London during 2012’ Fact Sheet, powered two-wheeler casualties account for:

- 16% of all casualties
- 21% of all serious injuries
- 20% of all fatalities.

However, powered two-wheelers comprise only 1% of modal share in Greater London making these casualty figures totally disproportionate to licence holders.

4.12.35 To help reduce the number of motorcyclist casualties, STH sponsored 11 free Compulsory Basic Training and Back to Biking’ courses for borough residents with a local provider, the Central School of Motorcycle Training.

4.12.36 In addition, STH also commissioned an external road safety campaign specialist, the Dynamic Advertising Group, to implement an awareness campaign with local employers within Haringey. Dynamic works closely with local authority partners to identify private and public sector organisations who have a substantial number of employees using powered two-wheelers. Contact is made to raise awareness of the issue. Employers are then offered free campaign resources which include promotional material for dissemination throughout their workplaces and a quarterly *Roadzine* e-newsletter. These are also available for download on the campaign website, www.rightgearlondon.com. STH has successfully engaged 20 large business organisations in the Right Gear London campaign.

4.13 CO₂ Levels and Air Quality

4.13.1 In 2009, LBH committed to reducing borough wide CO₂ emissions by 40%, leading to a wider Haringey 40:20 campaign. The target for a 40% reduction in annual emissions against a 2005 baseline was adopted in 2009 by LBH following a ‘Get Serious About CO₂’ campaign led by local residents. The 40% target includes all emissions sources that LBH can influence, including road transport, energy and procurement. Time lags exist in production of relevant datasets relating to CO₂ emissions, with the most recently available data relating to 2010-11, reviewed below. 2011 is the baseline year for the STH programme, so at this stage it is difficult to assess how the programme implementation has impacted on local emissions levels.

4.13.2 Monitoring of road transport CO₂ emissions in Haringey was provided by AEA Technology on behalf of the Department for Energy and Climate Change. The latest figures (provided in 2012) show an overall reduction in road transport emissions from 199.5 ktonnes CO₂ in 2005 to 181.1 ktonnes CO₂ in 2010.

4.13.3 LBH also commissioned SKM Colin Buchanan to a) analyse the CO₂ reduction potential of LBH’s LIP schemes and suggest other measures which could reduce CO₂ emissions from transport, and b) to develop a local road transport carbon assessment using data available in the North London Highway Assessment Model (NoLHAM). The NoLHAM work produced the following results.

Table 4.28: Road transport CO₂ levels, LBH – NoLHAM data

Year	Ktonnes CO ₂
NoLHAM Baseline (2005)	178.6
STH Baseline (2011)	168.0
2012 impact	166.3

Source: NoLHAM emissions assessment (SKM CB, 2012)

- 4.13.4 The decrease in CO₂ emissions from 2011 to 2012 is 1.01%. The NoLHAM assessment concluded that based on European Union, national and local policy, that there would be an overall reduction in CO₂ emissions by 14.2% from 2005 to 2020. The study also concluded that a reduction of 19.3% would be possible by focusing the STH strategy more on targeted PTP, driver training and low carbon bus corridors. As a result, more investment in PTP was allocated in the 2013 budget and the work undertaken is described in section 4.10. This should improve the CO₂ reduction benefits, although the impacts may not be evident until after 2013.
- 4.13.5 The London Energy and Greenhouse Gas Inventory (LEGGI) shows estimates of energy consumption and CO₂ emissions from homes, workplaces and transport within the Greater London area. The following table indicates the transport emissions data for Haringey which has been benchmarked with Waltham Forest in 2011. The data indicates during 2011, Haringey emitted less CO₂ from transport than Waltham Forest. However, based on the 2011 census population figures for the two boroughs, the CO₂ emitted per resident was higher in Haringey (0.6392 t CO₂) than in Waltham Forest (0.6325 t CO₂).

Table 4.29: Estimated CO₂ emissions from transport

Region	CO ₂ emissions from transport* (ktCO ₂)
Haringey	165.5
Waltham Forest	166.1

* Transport includes motorways, minor roads, diesel railways and other transport.

Source: LEGGI (2013)

Air Quality

- 4.13.6 Data provided by the London Air Quality website, maintained by King's College London provides air quality information for Greater London. The table below shows the annual average daily mean for PM₁₀ Particulate and NO₂ levels collected from the 3 sites located within LBH.
- 4.13.7 PM₁₀ at the Town Hall site showed a drop from 27ug/m³ in 2011 to 23 ug/m³ in 2012; however, 2013 saw an increase to 25ug/m³. Measurements at the Priory Park site (Priory Park and Priory Park South from 2013) indicate the levels of PM₁₀ increased from a value of 20 ug/m³ in 2011 to 24 ug/m³ in 2013. However, levels of PM₁₀ at both sites meet the Government's Air Quality Strategy Objective 2013, which stipulates an objective of 40 ug/m³ as an annual mean.

4.13.8 NO₂ levels at the Town Hall site saw a decrease from 2010 to 2012; however, an increase was seen in 2013. In addition, levels measured at the Priory Park site (Priory Park and Priory Park South from 2013) indicate the levels of NO₂ increased in 2012; however, 2013 saw a reduction. According to the Government's Air Quality Strategy Objective 2013, the Town Hall has exceeded the objective of 40 ug/m³ as an annual mean, but the objective has been met at the Priory Park South site.

Table 4.30: Air quality in Haringey

Annual average daily (24 hour) mean	PM ₁₀ Particulate ug/m ³						NO ₂ ug/m ³					
	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
Priory Park (site closing 2012)	20	18	17	20	20	-	32	34	34	31	28	-
Town Hall	22	25	23	27	23	25	37	42	44	39	39	41
Priory Park South	-	-	-	-	-	24	-	-	-	-	33	25

Source: 'London Air Quality' Kings College (2013) <http://www.londonair.org.uk/london/asp/publicstats.asp?region=0>, *Clearing the Air: The Mayor's Air Quality Strategy (2010)*

4.14 Mode Share

- 4.14.1 The following tables present the main mode share for trips originating in Haringey and Waltham Forest compared with Inner, Outer and Greater London. They compare two three-year periods, 2008-9 to 2010-11 and 2009-10 to 2011-12. Between these periods, the number of trips per day undertaken in Haringey increased by 9,000, compared with Waltham Forest which saw an increase of 18,000 trips.
- 4.14.2 Data from 2009-10 to 2011-12 indicates Haringey has a walking mode share of 38%, noted as the same as the average for Inner London. This figure is 10% higher than the Outer London average. There was a 2% increase in walking between 2008-9 to 2010-11 and 2009-10 to 2011-12 in Haringey; however, there was a 2% reduction in Waltham Forest.
- 4.14.3 The cycling modal split for Haringey is the same as Waltham Forest, which both saw a 1% increase to 2% from 2008-9 to 2010-11 to 2009-10 to 2011-12. In the latter period, cycling as a modal choice in both boroughs is on a par with Outer and Great London, at 2%.
- 4.14.4 Data from 2009-10 to 2011-12 indicates the modal share of public transport was 31% for Haringey and 27% in Waltham Forest. The Haringey figure represents a 1% decrease from 2008-9 to 2010-11.
- 4.14.5 The modal share for car/motorcycle decreased by 3% in Haringey between 2008-9 to 2010-11 and 2009-10 to 2011-12. In Waltham Forest and Outer London overall modal share for car/motorcycle remained constant between these two periods. Both tables show the car/motorcycle share in Haringey is lower than in Waltham Forest and Outer London as a whole.

Table 4.31: Londoners' trips by borough of origin 2008-9 to 2010-11

Area	Percentage of trips by main mode								
	Trips per day (000s)	Rail	Under-ground /DLR	Bus/ tram	Taxi/ Other	Car/ motor-cycle	Cycle	Walk	All modes
Haringey	474	2%	9%	21%	0.7%	31%	1%	36%	100%
Waltham Forest	369	3%	8%	16%	0.7%	40%	1%	32%	100%
Inner London	7,661	6%	12%	18%	2%	23%	3%	37%	100%
Outer London	9,343	4%	4%	13%	0.7%	49%	2%	28%	100%
Greater London	17,004	5%	8%	15%	1%	37%	2%	32%	100%

Source: TfL London Travel Demand Survey (LTDS)

Table 4.32: Londoners' trips by borough of origin 2009-10 to 2011-12

Area	Percentage of trips by main mode								
	Trips per day (000s)	Rail	Under-ground /DLR	Bus/ tram	Taxi/ Other	Car/ motor-cycle	Cycle	Walk	All modes
Haringey	483	2%	8%	21%	1%	28%	2%	38%	100%
Waltham Forest	387	3%	7%	17%	1%	40%	2%	30%	100%
Inner London	7,958	6%	12%	18%	2%	22%	3%	38%	100%
Outer London	9,572	4%	4%	13%	1%	49%	2%	28%	100%
Greater London	17,530	5%	8%	15%	1%	37%	2%	32%	100%

Source: TfL London Travel Demand Survey (LTDS)

4.14.6 Data was collected about method of travel to work in the 2011 Census for 16 to 74 year olds. The data demonstrate the high level of number of Haringey residents who travel to work using the underground and buses. In addition a further trend is the low levels of numbers who travel to work by train compared with the remainder of the country, this is likely to be due to the established underground and bus network which feeds London.

4.14.7 The data also suggest that the most popular method of commuting to work for Haringey residents is by underground. The figure for walking to work was relatively low compared with the LTDS data. This could be attributed to places of work being located across London and beyond.

Travel Survey Results

4.14.8 Data obtained from the Smarter Travel Haringey Attitudinal Research (2013) indicated when residents were presented with a range of transport options and asked to state which methods are used by Haringey residents for travelling in London, and how often, walking was the most popular, with 93% of Haringey residents walking in London on a weekly basis.

- 4.14.9 The bus was the second most popular method of travelling in London; used by 75% of Haringey residents on a weekly basis, followed by 59% using the Underground.
- 4.14.10 49% of Haringey residents said they travelled by car as a driver in London on a weekly basis and 39% travelled by car as a passenger.
- 4.14.11 After rail (used by 22% on a weekly basis), travelling by bicycle was next most common mode, used by 16% of Haringey residents on a weekly basis.
- 4.14.12 The table below provides a summary of the regularity and modal choice of travel by Haringey and Waltham Forest residents in 2011 and 2013. The results suggest that walking five times a week or more has increased by 5% in Haringey from 2011 to 2013. An increase was also noted from 2011 to 2013 in the use of the Bus and Underground five or more times a week, which saw a 6% and 7% increase respectively. The figure for a car as a driver five or more days a week remained consistent at 22% between 2011 and 2013. Over this period there was a decrease of 2% in the use of cycling five or more times a week, with a 16% increase in the number of residents who never cycled.

Table 4.35: Frequency of mode use

	Haringey 2013	Haringey 2011	Waltham Forest 2013	Haringey % point change 2011-2013	Haringey/Waltham Forest Difference 2013
Underground					
5 or more days a week	21%	15%	19%	6%	2%
2- 4 days a week	26%	22%	18%	4%	8%
Once a month to one day a week	37%	38%	38%	-1%	-1%
Less than once a month	11%	23%	20%	-12%	-9%
Never	5%	2%	5%	3%	0%
Bus					
5 or more days a week	33%	26%	20%	7%	13%
2- 4 days a week	32%	31%	21%	1%	11%
Once a month to one day a week	24%	29%	31%	-5%	-7%
Less than once a month	6%	12%	17%	-6%	-11%
Never	4%	2%	12%	2%	-8%
Rail					
5 or more days a week	5%	5%	9%	0%	-4%
2- 4 days a week	10%	7%	11%	3%	-1%
Once a month to one day a week	39%	33%	36%	6%	3%
Less than once a month	29%	45%	30%	-16%	-1%
Never	17%	10%	14%	7%	3%
Car - as driver					
5 or more days a week	22%	22%	36%	0%	-14%
2- 4 days a week	20%	24%	23%	-4%	-3%
Once a month to one day a week	8%	10%	6%	-2%	2%
Less than once a month	6%	11%	6%	-5%	0%
Never	42%	33%	29%	9%	13%
Car - as passenger					
5 or more days a week	4%	6%	7%	-2%	-3%
2- 4 days a week	19%	22%	26%	-3%	-7%
Once a month to one day a week	39%	42%	33%	-3%	6%
Less than once a month	13%	18%	12%	-5%	1%
Never	25%	13%	22%	12%	3%
Walking					
5 or more days a week	72%	67%	67%	5%	5%
2- 4 days a week	16%	24%	18%	-8%	-2%
Once a month to one day a week	7%	6%	9%	1%	-2%
Less than once a month	1%	1%	2%	0%	-1%
Never	4%	2%	3%	2%	1%
Cycling					
5 or more days a week	4%	6%	4%	-2%	0%
2- 4 days a week	7%	8%	8%	-1%	-1%
Once a month to one day a week	10%	12%	10%	-2%	0%
Less than once a month	19%	28%	19%	-9%	0%
Never	61%	45%	60%	16%	1%

Source: Smarter Travel Haringey – Attitudinal Research (2013)

4.15 Progress Against Key Performance Indicators and Recommendations from Annual Report 2012-13

4.15.1 The following table summarises progress against the KPIs. It should be noted that KPIs relating to mode share data refer to LTDS not residents' survey data. To clarify references to the baseline:

- The third column shows the baseline year for the STH programme, 2011
- However, some of the targets refer to earlier baseline years in connection with the LIP 2011-14.

Table 4.36: Key performance indicators

Objective & KPIs	Target	Baseline of STH	Year 1 STH results	Year 2 STH results	Data source	RAG Rating
	2014	2010-11 (12 months to Sept 2011)	2011-12 (12 months to Sept 2012)	2012-13 (12 months to Sept 2013)		
Increase cycling to a mode share target of 3% by 2014						
No. of cycle racks in the borough	650	534	667	667	LBH	Green
No. of households with a bicycle available to them	50%	44%	N/A (survey not undertaken)	41%	Resident questionnaire	Red
Non-cyclists "attracted to cycling in next year and probably will"	10%	6.6%	N/A	8%	Resident questionnaire	Amber
Mode share	3%	1.7% (06-07 – 08-09)	1.3% (08-09 – 10-11)	2% (09-10 – 11-12)	LTDS	Amber
Number of cycle thefts	483 or below	483	444	298	Metropolitan Police	Green
Increase mode share of walking to 32% from 2007-9 baseline of 31.3% by 2014						
No. of people "attracted to walking more in next year and probably will"	65%	58.9%	N/A	52%	Resident questionnaire	Red
Mode share	32%	31.3% (06-07 – 08-09)	35.3% (08-09 – 10-11)	38% (09-10 – 11-12)	LTDS	Green
Reduce the number of adult KSIs casualties by 20% by 2014 from 2004-8 average by 2012						
Reduce the number of child casualties by 19.7% by 2014 from 2004-8 average by 2012						
Number of KSI casualties	80	78	107	105	TfL/LIP (2010 baseline)	Red
Number of child traffic casualties	77	93	72	72	TfL/LIP (2012 baseline)	Green
Reduce transport related emissions of CO ₂ by 20% from 2008 baseline by 2014						
% of people agreeing "I often drive short journeys where I could walk or cycle instead"	30%	35.5%	N/A	35.8%	Resident questionnaire	Red
% of people agreeing "having a car is essential to me"	65%	76.5%	N/A	74.8%	Resident questionnaire	Amber
Overall level of CO ₂	131 kilotonnes	168 kilotonnes	166.3 kilotonnes	165.5 kilotonnes	NoLHAM / LEGGI	Amber
Marketing and promotion						
No. of website visitors per year	1,000	361	1,537	2149	LBH	Green
No. of roadshows held	10	2	20	52 (including Walk & Cycle to Shops & Festival of Cycling)	LBH	Green
No. of individuals interacted with at roadshows (via survey completion)	5,000	-	1,830	1864	LBH	Green



RAG (Red, Amber & Green) Rating Key	
KPIs with results worse or same as 2011 baseline	Red
KPIs with results better than 2011 baseline but still some way off from target	Amber
KPIs with results exceeding, meeting or nearly meeting target	Green

4.15.2 Progress on recommendations from the 2012-13 report on the STH programme is outlined in **Appendix D**.

5 Conclusions

5.1 Marketing, Events and Recognition of STH

- 5.1.1 The STH and Road Safety Education web pages saw a considerable increase in views between 2011-12 and 2012-13, 40% overall and 60% relating to cycling web pages. The survey conducted at the largest STH roadshows found that 31% of respondents had heard of STH prior to visiting a roadshow. Regarding the survey undertaken at Walk and Cycle to the Shops events, a similar proportion of respondents, 34%, had heard of STH prior to attending an event. 17% of residents' survey respondents had heard of STH, compared with 10% in 2011. The corresponding figures for the events-related surveys may be higher because these events may be more likely to be attended by people with some interest in Smarter Travel.
- 5.1.2 These upward trends suggest STH's marketing and promotional work in 2012-13 has been effective in signposting residents to the website and increasing awareness of the STH brand.
- 5.1.3 It is difficult to ascertain the reach of STH roadshows and other events, because the number of participants at each event is not currently counted. It may be useful for STH to know which events were better attended, to help planning of future events. Attendance figures may be influenced by factors such as timing, location, other events being held at the same time and weather conditions.
- 5.1.4 It is known that a total of 1,864 people completed events-related surveys in 2012-13. However, this is likely to be less than the total number of event participants and may include some duplication if the same person completed more than one survey. The residents' survey showed that residents' awareness of bike security marking and Dr Bike events (21% and 19% of respondents respectively) was higher than other events (10% of respondents). However, asking about awareness is not the same as finding out whether an individual participated in an event nor does it assess the impact of an event on a participant.
- 5.1.5 The majority of residents' survey respondents, 78%, agreed that STH was the kind of service LBH should be investing in. This is a positive result, given the pressures on public funding in the current economic climate. Related to this and given annual reports are publicly available, it might be useful in future reports to provide more information about funding levels/sources for different elements of the STH programme.
- 5.1.6 As noted in section 4, there is some evidence from the residents' survey that respondents who were aware of or supported STH were more interested in using sustainable modes. For example, among those who support the initiative, regular bus use is significantly higher (76% of supporters use the bus at least weekly, compared with 66% of those not in support; respondents who had heard of STH were significantly more likely than those who had not, to cycle in London at least once a week (24% cf. 14%), as were those who support the scheme, compared with residents who did not (18% cf. 10%).

5.2 Active Travel

- 5.2.1 A range of active travel projects were carried out in 2012-13, including a number funded via community grants. Most projects focused on cycling, reaching a large number of local people and with encouraging outcomes; e.g. KPIs regarding number of cycle racks and cycle thefts in the borough both met and exceeded, 11% increase in number of school pupils receiving cycle training from 2011-12 to 2012-13, over 120 children participating in the Haringey Primary School Cycling League, 153 participants in 13 organised bike rides, over 1,000 participants at the Festival of Cycling, over 750 bicycles checked via Dr Bike over a 6 month period in 2013, and an additional 212 people taking part in organised rides and 35 young people receiving maintenance training via THF community projects.
- 5.2.2 Walking and cycling were the usual mode of choice when travelling locally for 23% and 17% of respondents respectively to the survey conducted at the largest STH roadshows. Walking and cycling were the mode used most often for 33% and 23% of respondents respectively to the survey undertaken at Walk and Cycle to the Shops events.
- 5.2.3 The residents' survey indicated that 93% of respondents walk in London on a weekly basis, an increase from 2011, and higher than the corresponding proportion of Waltham Forest respondents. LTDS data for 2009-10 to 2011-12 indicate a higher mode share for walking in Haringey compared with both Outer London boroughs and Greater London overall.
- 5.2.4 The residents' survey found that 16% of respondents cycle in London on a weekly basis, a decrease from 2011, and similar to the corresponding proportion of Waltham Forest respondents. The percentage of respondents never cycling in London increased significantly over 2011 to 2013, from 45% to 61%. There was a 9% decrease in the proportion that cycled in London less than once a month and marginal decreases in the proportions who cycled at other frequencies. Over the same period, bicycle ownership among respondents decreased slightly. It is possible that the publicity concerning cyclist fatalities in London in 2013 may have discouraged some people from cycling. It should also be remembered that most of the 2013 survey period occurred after the end of British Summer Time, while the baseline survey was conducted before the end of British summer time.
- 5.2.5 DfT and TRLN data, however, indicate an overall increase in cycle flows over 2012 and 2013. It may be that the most frequent cyclists are making more trips by bicycle. Additionally, comparing the LTDS data for 2008-9 to 2010-11 and for 2009-10 to 2011-12, mode share for cycling in Haringey increased from 1% to 2%.
- 5.2.6 The residents' survey suggests there is potential to increase rates of walking even further. Over half of respondents stated that they were attracted to walking more in the next year and probably would. A number of active travel projects are still ongoing and it may be that there will be a time lapse before positive impacts are seen within cycling mode share data for Haringey residents. There is also potential to increase cycling, with nearly 18% of respondents being attracted to cycling more in the next year and probably would. Also, over half of respondents agreed both that the benefits of active travel outweighed the convenience of using a car and that short cycle trips would be a practical way to get around locally.
- 5.2.7 The residents' survey also suggested some concerns about cycling. These will need to be tackled in order to translate the potential for increased cycling into actual behaviour change/mode shift. Over half of respondents agreed that lack of confidence was a major reason why they did not cycle (more). Less than one third of respondents agreed that there was provision for cyclists locally. It is interesting to compare this finding with a similar one from the survey distributed at larger STH events. Respondents

had relatively favourable views about walking and cycling facilities, with nearly half considering they were good or excellent. This suggests that people who were engaged at STH events had a more positive perception of active travel facilities locally.

- 5.2.8 Findings from the residents' survey concerning incentives to cycle (more) reflect the above results on attitudes to walking and cycling. The most popular incentive, cited by 88% of respondents interested in cycling (more) was more/better cycle lanes/routes. This was followed by better education of drivers/motorists (76%).
- 5.2.9 Regarding infrastructure, cycle lanes were also the most popular option to encourage more cycling among respondents to the survey conducted at larger STH events. Lack of cycle lanes was most frequently identified as the top transport concern of these survey respondents. For respondents to the survey distributed at Walk and Cycle to the Shops events, separate and safer cycle lanes was the most frequently cited measure for encouraging more walking and cycling to shopping areas. These results highlight the need for Smarter Travel initiatives to be considered in conjunction with infrastructure measures. It is not clear to what extent respondents' perception of local cycling infrastructure reflects the actual situation or a lack of knowledge about the facilities that do exist.
- 5.2.10 A number of active travel projects undertaken in 2012-13 provide access to bicycles for groups who might not otherwise have tried cycling. These are useful initiatives, given the decrease in cycling and bicycle ownership and concerns about cycling evident from the residents' survey.
- 5.2.11 The active travel projects show potential for lasting impact after they have formally completed and provide examples of how wider benefits beyond increasing sustainable travel may be obtained. For instance:
- The CycleFun community project is targeted at hard to reach groups and is training the most motivated individuals in bicycle maintenance to help at future training sessions. It is planned to offer these individuals a chance to undertake a formal cycling-related qualification to aid the route to employment
 - Hale Village has a residential travel plan, STH events have been held there and it is now being supported through the Cycling for Healthier and Closer Communities project. This will promote cycling to improve health, commuting and social cohesion and includes provision of bicycle storage facilities
 - The Green Wheels project is building the capacity to recycle bicycles and hire them out at low cost, with an option to purchase at a reduced rate subsequently.
- 5.2.12 The above observations can be related to the STH monitoring and evaluation framework, in terms of evaluation at project level. As well as considering project outcomes, this evaluation should routinely consider wider benefits beyond mode shift, project processes and lessons, and how these might be applied to other existing/future projects, and project legacy i.e. how outcomes will be exploited in the longer term.

5.3 Public Transport

- 5.3.1 During 2012-13, the Busology project encouraged good behaviour on buses among secondary school pupils. Greater use of public transport was encouraged via the PTP pilot.
- 5.3.2 Data on public transport usage were collected from surveys and passenger flows recorded at stations and ticket machines. However, the passenger data covers both Haringey residents and people from outside the borough.
- 5.3.3 Evaluation results regarding underground use are encouraging. Four of the six underground stations in Haringey saw an increase in average daily flows between 2011 and 2012. The proportion of residents' survey respondents that use the underground for five or more days per week increased significantly compared with 2011, from 15% to 21%. The proportion of respondents using the underground on at least a weekly basis (59%) is significantly higher than compared with respondents from Waltham Forest (45%). LTDS data for 2009-10 to 2011-12 indicate a higher mode share for underground use in Haringey compared with Outer London boroughs overall.
- 5.3.4 Average daily flows at all of Haringey's 12 rail stations increased from 2010-11 to 2011-12. Rail was the usual mode of choice when travelling locally for 17% of respondents to the survey conducted at the largest STH roadshows. The residents' survey findings regarding rail use were mixed. 22% of respondents travelled by train on a weekly basis. compared with 28% of residents in Waltham Forest. The proportion of respondents who never travel by rail in London increased from 10% to 17%, the proportion that travel by rail five days or more a week remained the same at 5%, and the proportion that travel by rail either two-four days per week increased, from 7% to 10%. LTDS data for 2009-10 to 2011-12 indicate a lower mode share for train use in Haringey compared with both Outer London boroughs and Greater London overall.
- 5.3.5 From 2011-12 to 2012-13, passenger numbers decreased on bus routes through Haringey. However, the relevant data from TfL relates to passengers counted on the whole route, not just the part within Haringey. Therefore it is not possible to isolate passengers resident in Haringey.
- 5.3.6 Results from the various surveys are positive, however. Bus was the usual mode of choice when travelling locally for 29% of respondents to the survey conducted at the largest STH roadshows. Bus was the mode used most often for 28% of respondents to the survey undertaken at Walk and Cycle to the Shops events.
- 5.3.7 The residents' survey found that the most frequent bus users increased significantly compared with 2011, with 33% of respondents travelling by bus at least five days per week (26% in 2011). Respondents were significantly more likely than Waltham Forest respondents to be frequent bus users, with 20% of Waltham Forest respondents travelling by bus five or more days per week. 75% of Haringey respondents travel by bus on at least a weekly basis compared with 49% of Waltham Forest respondents. LTDS data for 2009-10 to 2011-12 indicate a higher mode share for bus use in Haringey compared with both Outer London boroughs and Greater London overall.
- 5.3.8 The residents' survey indicates there is potential to increase rates of public transport use further. Over one third of respondents stated that they were attracted to using public transport more in the next year and probably would.

5.3.9 Public transport compared well with the car, as shown by the residents' survey. Although half of respondents agreed that driving was more convenient than public transport, similar percentages disagreed that they only used public transport when they had no other option and that driving was cheaper than using public transport. Nearly two thirds of respondents to the survey distributed at larger STH stated public transport facilities were either good or excellent. These survey findings indicated there is scope for improvement, however. The most frequently cited improvement to encourage more public transport use was reliable, faster and regular services.

5.4 Car Use

5.4.1 Haringey residents have good access to car clubs, with 75 available across the borough. Evaluation results regarding car club use are encouraging. Membership has steadily grown over the last two years, with an overall increase in utilisation of available cars. It is not known whether these increases are linked to specific promotion drives regarding car clubs. They are a good achievement, which matches with experience in the Sutton and Richmond Smarter Travel programmes. The sustainable driving sessions undertaken by employees at various local workplaces demonstrated cost and CO₂ emissions savings.

5.4.2 The residents' survey indicates that car use decreased between 2011 and 2013. Compared with Waltham Forest in 2013, the proportion of respondents that drive a car themselves at least five or more times per week is significantly lower, 22% cf. 36% in Waltham Forest, as is the proportion that drive by car at least once a week, 49% cf. 63% in Waltham Forest. For respondents to both the survey conducted at larger STH events and the survey undertaken at Walk and Cycle to the Shops events, the car was the least popular mode of choice (13% of citations in both surveys).

5.4.3 LTDS data for 2009-10 to 2011-12 indicate a lower mode share for car and motorcycle use in Haringey (28%) compared with Waltham Forest (40%), and Outer London boroughs (49%) and Greater London (37%) overall. Comparing LTDS data for 2008-9 to 2010-11 and for 2009-10 to 2011-12, it can be seen that the mode share for car and motorcycle decreased from 31% to 28% in Haringey, while mode shares for for car and motorcycle remained the same for Waltham Forest and Outer London boroughs and Greater London.

5.4.4 These positive survey results appears to be in line with the increase in use of some sustainable modes indicated by the various surveys.

5.4.5 There is still a proportion of frequent car users in the borough, some of whom may consider that the car is the main (or only feasible) option for travel. Therefore it seems reasonable to set a target relating to more sustainable car use (not currently covered within the STH KPIs). Car club use is one option, and/or there could also be targets relating to electric vehicle use or car sharing.

5.4.6 When devising targets, the practicality of collecting indicator data must be considered. Currently there is no data regarding use of electric vehicles or car sharing. (The residents' survey asks about car use as a driver, and as a passenger. Clearly passengers will be car sharing, but it is not known what proportion of car drivers are sharing. The LTDS covers car/motorcycle use as a whole.) Additional questions could be added to the residents' survey to ascertain use of electric vehicles or car sharing. However, the implications on survey length and cost would need considering. If a target was set regarding car club use, this could cover both membership numbers and utilisation of available cars.

5.5 Travel Plans

- 5.5.1 Work on schools mode shift has increased, with the number of schools with travel plans increasing more than twofold from 2011-12 to 2012-13. Two schools received awards from external schemes in recognition of their work. It is difficult to draw any conclusions concerning modal shift between 2011-12 and 2012-13 because of a considerable increase in the number of schools surveyed between these two years. Given the reduction in cycling indicated by the residents' survey, it is worth considering the "gatekeeping" role that parents and other guardians play in terms of pupil's use of travel modes.
- 5.5.2 The PTP scheme that was delivered in 2012-13 was a pilot. It will be important therefore to evaluate the lessons from this process and its longer term impacts in terms of modal shift. It is not known whether baseline data were systematically collected regarding participants' mode use prior to the project. It would be useful to find a way of evaluating participants' subsequent mode use in 2014, and compare the results with any baseline data or results from surveys of people who have not participated in PTP.
- 5.5.3 The STH programme has not set any targets regarding travel plans. School travel planning is particularly active, so it may be worth devising a target relating to schools mode shift.

5.6 Traffic and Road Safety

- 5.6.1 DfT and TLRN data both indicate an overall decrease in traffic over 2012-13. Over half of LBH's ATC monitoring sites showed an overall decrease in traffic volumes, with only one site indicating a relatively large increase in traffic volume. The reduction in traffic levels appears to be in line with the various survey findings showing a decrease in car use and an increase in use of some sustainable modes over 2011-13.
- 5.6.2 The residents' survey inquired about incentives to cycle (more), with findings reflecting the above results on attitudes to walking and cycling. The second most popular measure was by better education of drivers/motorists (76% of respondents interested in cycling (more)). Heavy traffic and road safety was the second most cited transport concern among respondents to the survey carried out at larger STH events. These results suggest STH has been right to invest in a number of road safety campaigns over 2012-13, and should build on this work in future.
- 5.6.3 A range of road safety projects were carried out in 2012-13, engaging a large number of local people, including hard to reach groups. For example 169 secondary school pupils took part in the Busology project, over 10,000 children are members of the Children's Traffic Club, 20,000 road safety leaflets distributed following a design competition as part of the JTA scheme, Theatre in Education performances viewed by 1,800 infant/primary school pupils, around 500 people participated in a community event at Assunah Primary School, 59 primary schools took part in the Zig Zag campaign, and 20 large businesses engaged in the Right Gear London campaign. These projects also demonstrate the wider benefits of STH's work, such as tackling anti-social behaviour, and building life skills for children and young people.
- 5.6.4 It is not clear how long it would take for the impacts of these campaigns to translate into reductions in road casualties. According to the provisional 2013 data, the KPI for reducing overall casualties has not been met, with figures higher than the 2004-8 baseline. Most of the 2012-13 projects were targeted at

children and young people, and the KPI for child casualties has been achieved and exceeded according to the provisional 2013 data. This is another major achievement.

5.7 CO₂ Emissions and Air Quality

- 5.7.1 There is a time lag regarding availability of CO₂ emissions data. The NoLHAM data indicated a 1% decrease in emissions from 2011 to 2012. Air quality monitoring information is available from the last five to six years of continuous site data. PM₁₀ levels in 2013 were higher than in 2008 at the two sites monitored (Priory Park and Town Hall), although remained within the limits set by the Government's Air Quality Strategy Objective 2013. NO₂ levels were higher in 2013 than in 2008 at the Town Hall monitoring site, fluctuating around 40ug/m³ and exceeding objectives limits in three of the six years (including 2013). NO₂ levels at the Priory Hall site (discontinued in 2012) were within the limits set by the Government's Air Quality Strategy Objective 2013, and fluctuated by year. The relatively new Priory Park site began monitoring in 2012, and show levels below the objective limit, with the most significant reduction observed between 2012 and 2013.

5.8 Overall Conclusions

- 5.8.1 Overall the results from the second year of the STH indicate that there has been positive progress towards achieving the programme's objectives. Moreover, the activities undertaken show wider benefits beyond behaviour change to increase sustainable travel. STH is addressing some of the potential actions to enhance active travel set out in the *Better Environment Better Health* report (November 2013) produced by the Greater London Authority. STH's work is also recognised in LBH's *Haringey Third Annual Carbon Report* (2013), which sets out progress made to reduce carbon emissions in Haringey.
- 5.8.2 Another issue worth highlighting is the complementarity across projects, e.g. road safety education projects can be utilised to promote use of sustainable modes as well as safety messages, the travel planning process and roadshows can be used to implement elements of active travel projects.
- 5.8.3 Seven of the 15 KPIs have been achieved so far. The best performance was in relation to the marketing and promotion target, where all three of the KPIs were achieved. The lowest performance was related to the target to reduce CO₂ emissions, where no KPIs have been achieved to date.
- 5.8.4 Some issues were identified with the targets and KPIs, however. Five of the six targets relate to increasing or reducing figures from a baseline, but only one of these (walking mode share) states the baseline figure. In addition, the targets to increase walking and cycling mode share include the following KPIs: No. of people "attracted to walking more in next year and probably will" and Non-cyclists "attracted to cycling in next year and probably will". The relevant data come from the residents' survey and the assumption is that the proportions of survey residents in these categories should increase from the baseline to achieve 2014 targets. However, if mode share of walking and cycling increases, it could be the case that percentages in these categories would decrease.

6 Recommendations

- 6.1.1 Consider further ways of monitoring the reach of STH events. If attendance counts are impractical, the number of leaflets and other giveaways handed out at events could be recorded. It should be recognised, however, that these figures are likely to be less than the actual numbers attending. These figures could be compared with numbers of event-related survey respondents. Assess any data obtained in conjunction with factors such as location, timing (season, day of the week, hours between which event is held, duration), weather conditions and possible competing events. This links to the recommendation from the previous annual report that the programme team should ensure that consistent data is captured at each roadshow and Dr Bike session. Also, a question could be added to events-related surveys to assess event impact on participants.
- 6.1.2 Given the increases in walking, all STH projects should make sure they explicitly promote walking, where appropriate, the STH team should consider whether it would be appropriate to develop any further resources to promote walking.
- 6.1.3 To get the best value from Smarter Travel cycling projects, work with TfL to consider how best to integrate these with infrastructure developments, both in terms of implementation and reporting. This should be aligned with the Biking Borough Strategy. For example, this could involve information campaigns to inform residents of improvements to cycle lanes, or ensuring that people attending cycle training courses know about local facilities and how to get the best out of them. In future annual reports, refer to cycling infrastructure improvements that have been implemented and how these have been linked to STH projects.
- 6.1.4 Consider expanding existing mechanisms or introducing new ways of providing access to bicycles for people who might not otherwise cycle. There are various options or combinations of options that could be employed, e.g. pool bicycles available free of charge, hiring bikes at discounted cost, option to purchase at a discounted cost after a trial period of free use or hire, utilising recycled bicycles, linking access to competitions, organised rides, and/or maintenance and other training courses. The model chosen would depend on the target group; e.g. pool bicycles and/or a “try before you buy” scheme at a large workplace with a travel plan, where the employers are prepared to contribute funding to the scheme.
- 6.1.5 It may be appropriate to hold some discussions with cycle trainers, or others with expertise, to understand the apparent substantial increase in the number of residents who “never cycle in London” – and to gain further insight into whether this is a real happening, or just an unfortunate quirk of the data.
- 6.1.6 Explore with TfL/ORR whether it is possible to obtain any public transport passenger data for Haringey residents specifically.
- 6.1.7 Given the potential to increase public transport use and relatively positive attitudes to this mode indicated by the various surveys, consider whether dedicated public transport projects should be implemented in future. An alternative would be to make public transport more of a focus within workplace travel plan or PTP activities.
- 6.1.8 Introduce a target relating to more sustainable car use. The specific target should be determined depending on the feasibility of collecting indicator data and the likelihood that results will not be affected by confounding factors.

- 6.1.9 Given the growth in membership and use of car clubs, and the potential to increase this further, consider ways of more actively promoting car clubs.
- 6.1.10 Within the schools mode shift project, consider whether more can be done to influence parents and other guardians who have a gatekeeping role in relation to children's access to and use of sustainable modes.
- 6.1.11 Consider setting a target relating to schools mode shift. This could be a relatively simple target concerning the number of schools with travel plans (possibly broken down into numbers of travel plans achieving different levels of STAR accreditation). Alternatively a target could be set regarding mode shift, though this will be problematic if the sample of schools providing data each year changes significantly.
- 6.1.12 Evaluate the lessons from the delivery of the PTP pilot to inform whether/how this scheme should be extended. The longer term impacts in terms of modal shift should also be assessed. This could be built into any follow up work that is planned in relation to the pilot. Alternatively, if an STH event or events(s) were held in the neighbourhoods concerned, surveys could be conducted like the events-related surveys utilised in 2013. A question could be added to determine if respondents had participated in the PTP. Their responses could then be compared with those of non-participants or results from other surveys.
- 6.1.13 Continue the investment in road safety campaigns. One focus should be on making roads safer for cyclists, by targeting drivers, motorcyclists, cyclists and potential cyclists. It may also be useful to further understand where the improvements in child cycling casualties have been achieved (for example, by looking at results disaggregated by age group if it is possible to obtain this breakdown).
- 6.1.14 The STH team should develop stronger ties with transport planning, public health, leisure services and the environmental team within LBH, given the strong policy and project links between these areas.
- 6.1.15 In future annual reports, more information could be provided on how different projects are funded. This need not be detailed, but funding levels could be indicated to give an idea of the scale of investment. Funding sources could also be specified, including those from external bodies. This could provide the opportunity to highlight any successes in bidding for and securing external funds.
- 6.1.16 Ensure that evaluation of all projects covers: project outcomes/impacts including wider benefits beyond mode shift; project processes and lessons, and their transferability to existing/future projects; and project legacy. This might be particularly useful when addressing the barriers to cycling which were identified from the various surveys. One interesting way of demonstrating outcomes (including wider benefits) might be to have case studies of individual participants. As real life human interest stories, showing the difference a project has made to individuals, these could also be useful in marketing and publicity for STH.
- 6.1.17 To be consistent, ensure all relevant targets state the baseline figure.
- 6.1.18 It may be appropriate to review the validity of the following KPIs: No. of people "attracted to walking more in next year and probably will" and Non-cyclists "attracted to cycling in next year and probably will".

Appendix A

Residents' telephone survey

WHEN THROUGH TO RESPONDENT: Good morning/afternoon/evening. My name is and I am calling from BMG Research, an independent research company carrying out a survey on behalf of Haringey Council. The survey is about travel in your local area.

Would you or somebody else in your household be able to help us? The survey will take about 15 minutes. All of the answers you give me will be treated in the strictest confidence. Your own responses will not be passed back to Haringey Council; they will only receive the overall responses from this survey grouped together.

REGION

Haringey (Target)	1	DEFINED FROM SAMPLE
Waltham Forest (Control)	2	DEFINED FROM SAMPLE

Interlocking quotas by age/gender within each of the 2 regions above

	Haringey	Waltham Forest
Male 18-24	52	16
Male 25-44	184	58
Male 45-64	85	31
Male 65+	48	18
Female 18-24	53	17
Female 25-44	191	60
Female 45-64	88	32
Female 65+	50	19
Total	750	250

ASK ALL

Before we start, may I just check a couple of classification questions...

QPOSTCODE Can I please take a note of your FULL postcode?

In order to make sure that we are interviewing a good cross section of people can I ask a few questions about yourself.

QAGE: May I just ask what your age was at your last birthday? [CHECK QUOTA] ENTER EXACT AGE
USE -1 FOR REFUSED

IF REFUSE AGE – PROMPT WITH AGE BANDS:

1. Under 18
2. 18 – 24
3. 25 – 44
4. 45 – 64
5. 65+
11. Refused

IF AGED 17 OR LESS

QAGE2: Is it possible to speak to someone in the household aged 18 or over please?

1. Yes – Take referral
2. No - Close

QGENDER: (Do not ask)

[CHECK QUOTA]

1. Male
2. Female

WORKSTAT: Are you ...?

READ OUT, SINGLE CODE

1. Working full time (30+ hours a week)
 2. Working part time (less than 30 hours a week)
 3. A full time student
 4. A part time student
 5. Not working – looking for work
 6. Not working – not looking for work
 7. Retired
 8. Looking after family and home
 9. Other (please write in)
- (Refused)

Section A – Introduction

ASK ALL

QHOUSEHOLD: How many adults are there in your household?

ENTER NUMBER

USE -99 FOR REFUSED

HOUSEHOLD KIDS: And are there any children in these age groups living in this household?

- 1 0-4 years old
- 2 5-10 years old
- 3 11-18 years old
- 4 No children in household
- 5 Refused

Section B – HOUSEHOLD VEHICLES AND USE OF TRANSPORT MODES

ASK ALL

B1: How many of each of these types of vehicles does your household own or normally have access to?
 WRITE IN TOTAL NUMBER OF EACH IN BOXES. IF NONE, WRITE IN 0. DO NOT INCLUDE VEHICLES 'FOR SALE' IF RESPONDENT IS A VEHICLE TRADER, OR VEHICLES OWNED BECAUSE A HOUSEHOLD MEMBER IS AN 'ENTHUSIAST/COLLECTOR' (I.E. THEY ARE NOT USED ON A DAY-TO-DAY BASIS)

- a. Car (inc. people carriers, 4 x 4s etc.)
- b. Motor cycle or moped
- c. Small van
- d. Other van or lorry
- e. Other motor vehicle (WRITE IN)
-
- f. Bicycle

B2: Thinking about the situation 12 months ago, how many vehicles of each of these types did your household own or normally have access to?
 WRITE IN TOTAL NUMBER OF EACH IN BOXES. IF NONE, WRITE IN 0.

DO NOT INCLUDE VEHICLES 'FOR SALE' IF RESPONDENT IS A VEHICLE TRADER, OR VEHICLES OWNED BECAUSE A HOUSEHOLD MEMBER IS AN 'ENTHUSIAST/COLLECTOR' (I.E. THEY ARE NOT USED ON A DAY-TO-DAY BASIS)

- a. Car (inc. people carriers, 4 x 4s etc.)

- b. Bicycle

ASK IF CAR CODED AT B1(a). OTHERS GO TO FILTER BEFORE QBIKE

QDRIVE: Do you ever drive the car(s)?

- 1. Yes
- 2. No
- 3. Don't Know

ASK QBIKE IF CHOSE Bicycle at B1. B1 > 0, REST SKIP TO B6

QBIKE: Can you tell me about the ownership/ use of the bicycle(s) in your household. Would you say...?

READ OUT & CODE ONE ONLY

1. It's my own bicycle and I use it
2. It's my own bicycle but I don't use it
3. It's someone else's bicycle which I use
4. It's someone else's bicycle which I don't use

ASK ALL

B6: Typically, how often do you use the following means of transport when travelling in London?

ASK QUESTION FOR EACH METHOD OF TRANSPORT. READ OUT SCALE. CODE ONE IN EACH COLUMN

	Underground	Bus	National Rail/ London Overground	Car – as Driver	Car – as Passenger	Walking ¹	Bicycle	Motorcycle	Black Cab/Taxi/ Minicab (not a taxi)
5 or more days a week	1	1	1	1	1	1	1	1	1
3 or 4 days a week	2	2	2	2	2	2	2	2	2
2 days a week	3	3	3	3	3	3	3	3	3
1 day a week	4	4	4	4	4	4	4	4	4
At least once a fortnight	5	5	5	5	5	5	5	5	5
At least once a month	6	6	6	6	6	6	6	6	6
At least once a year	8	8	8	8	8	8	8	8	8
Not used in the last 12 months	9	9	9	9	9	9	9	9	9
Never used	10	10	10	10	10	10	10	10	10

¹ by this I mean a walk which is longer than 5 minutes, made either on its own or as part of a trip along with other modes of transport.

FOR EACH FORM OF TRANSPORT USED WEEKLY AT B6 ASK B7.

We are interested in what type of transport people use for different journeys such as travelling to work and shopping.

B7. Typically what are the main reasons you travel by XXXXXXXX? You can mention more than one. DO NOT READ OUT. CODE NEAREST. MULTI CODE.

Work	1
Leisure – Entertainment/ recreation/ participate in sport	2
Visit friends/ relatives at home	3
Shopping	4
Personal business/use services	5
Health/ medical visit	6
Education	7
Drop off/pick up -work	8
Drop off/pick up-school/college	9
Drop off/pick up-other	10
Worship	11
Other (please specify)	12

Section D - HOMEWORKING

[Ask D7 if WORKSTAT = 1 or 2, REST SKIP TO SECTION E]

D7 How often do you work at home?

- 5 days a week1
- 2-4 days a week.....2
- 1 day a week.....5
- 1 day a fortnight6
- 1 day a month7
- Less than 1 day a month8
- Never9

Section E - BEHAVIOURAL INTENTIONS

ASK ALL

E1 Thinking about walking, which of the following best describes your attitude to walking?
Would you say...?

READ OUT [SINGLE CODE]

- I am attracted to the idea of walking more in the next year & probably will 1
- I am attracted to the idea of walking more in the next year but probably won't 2
- I don't rule it out but don't think it likely that I will walk more in the next year 3
- I think it highly unlikely that I will walk more in the next year 4
- (Don't know) 5

E1a Thinking about public transport, which of the following best describes your attitude to public transport? Would you say...?

READ OUT [SINGLE CODE]

I am attracted to the idea of using public transport more in the next year & probably will 1
 I am attracted to the idea of using public transport more in the next year but probably won't 2
 I don't rule it out but don't think it likely that I will use public transport
 more in the next year 3
 I think it highly unlikely that I will use public transport more in the next year 4
 (Don't know) 5

E3. Similarly, thinking specifically about cycling, which of the following best describes your attitude to cycling? Would you say...?

READ OUT [SINGLE CODE]

- 1) I am attracted to the idea of [CATI TO INSERT "taking up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycling more" IF CODE 1 OR 3 AT QBIKE] in the next year & probably will
- 2) I am attracted to the idea of [CATI TO INSERT "taking up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycling more" IF CODE 1 OR 3 AT QBIKE] in the next year but probably won't
- 3) I don't rule it out but don't think it likely that I will [CATI TO INSERT "take up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycle more" IF CODE 1 OR 3 AT QBIKE] in the next year
- 4) I think it highly unlikely that I will [CATI TO INSERT "take up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycle more" IF CODE 1 OR 3 AT QBIKE] in the next year
- 5) (Don't know)

IF E3/1-2. Haringey Cell only

E4. As you are attracted to the idea of taking up cycling/cycling more would any of these actions by your Council encourage you to do this? READ OUT. CODE ALL THAT APPLY

- 1 More/better cycle lanes/routes
- 2 Cycle training
- 3 Better education of drivers/motorists
- 4 More cycling parking (work, transport hubs etc)
- 5 Help and support with bike maintenance
- 6 Reducing crime/ the risk of cycle thefts
- 7 Organised cycle rides
- 8 Something else (please specify)
- 9 Don't know (do not red out)
- 10 Nothing / none of these

IF E3 CODES 3/4 . Haringey Cell only.

E5. As you currently feel that you are unlikely to take up cycling would any of these actions from your Council make you more likely to cycle? READ OUT CODE ALL THAT APPLY

- 1 More/better cycle lanes/routes
- 2 Cycle training
- 3 Better education of drivers/motorists
- 4 More cycling parking (work, transport hubs etc)
- 5 Help and support with bike maintenance
- 6 Reducing crime/ the risk of cycle thefts
- 7 Organised cycle rides
- 8 Something else (please specify)
- 9 Don't know (do not read out)
- 10 Nothing / none of these

Section F - AWARENESS OF INITIATIVES

ASK ALL

ASK ALL IN REGION = 1 (Haringey)

- F1 **Before today had you heard of Smarter Travel Haringey?** The Smarter Travel Haringey programme was launched in 2011 and includes a number of schemes and incentives for residents and local businesses to take up, including ways to encourage people to start walking, cycling and using public transport more, and encourage greener driving .
1. Yes
 2. No
 3. Don't know

ASK ALL IN REGION = 1 (Haringey)

- F1b **There are many parts to the Smarter Haringey programme, some of which have their own names. So can I check whether you have seen or heard about any of these...** READ OUT.
SINGLE CODE FOR EACH.

		Yes	No	Don't know
Marketing	Smarter Haringey advertising on posters or billboards	1	2	3
	Articles about transport in 'Haringey People' the Council's magazine	1	2	3
Engagement	Events and roadshows about the transport options available in Haringey	1	2	3
	Personal Travel Planners offering advice on people's door steps	1	2	3
Services	Bike maintenance courses e.g. Dr Bike	1	2	3
	Bike security marking	1	2	3
	Local organised cycle rides	1	2	3
	Road safety advice or advice on sustainable driving	1	2	3
	Walking and Cycle Maps/Information	1	2	3
	Promotions such as discounts at bike shops	1	2	3

ASK ALL REGION = 1 (Haringey)

- F2 Do you believe that promoting Smarter Travel in Haringey is the kind of service that the London Borough of Haringey should invest in?
1. Yes
 2. No
 3. Don't know

Section G - GENERAL ATTITUDES TO TRANSPORT

ASK ALL REGION = 1 OR 2 (Haringey or Control)

- G1. Thinking generally now, I am going to read out a list of things other people have said about travelling in London and I'd like you to tell me the extent to which you agree or disagree with each one.

So firstly / What about XXX (To what extent do you agree with this statement?)

PROBE FOR STRONGLY OR
SLIGHTLY RANDOMISE
STATEMENTS

Answer options: Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know.

1. There are lots of bus routes local to me
2. I only use public transport when I have no other option
3. Having access to a car is essential to me [ONLY ASK IF B1.a = 1 OR MORE]
4. There is provision for cyclists in my area
5. Driving is more convenient than public transport
6. Driving is cheaper than using public transport
7. The benefits of walking and cycling outweigh the convenience of using a car
8. I often drive short journeys where I could probably walk or cycle [ONLY ASK IF QDRIVE = 1]
9. Cycle journeys of up to 20 minutes would be/are a practical way for me to get around locally [REPLACE 'WOULD BE' WITH 'ARE' IF QBIKE = 1 OR 3]
10. Walking helps me to relax and feel less stressed
11. Lack of confidence cycling on the roads is a major reason why I don't cycle (more) [INSERT 'MORE' IF QBIKE = 1 OR 3]
12. IF CHILDREN AT QHOUSEHOLD KIDS: The needs of my children such as nursery or school influence which types of transport I use.
13. IF EMPLOYED CODES 1-2 AT WORKSTAT: There are facilities at my workplace such as showers and cycle parking that would allow me to cycle to work if I wanted to.
14. I feel well informed about the transportation options available in my local area.

Section H - CLASSIFICATION

ASK ALL

Finally I would just like to ask you a few more questions about yourself so we can classify your answers

QETHNICITY: To which of these ethnic groups do you consider you belong?

READ OUT AND CODE ONE ONLY

- A: White
- B: Mixed
- C: Asian or Asian British
- D: Black or Black British
- E: Chinese or Other Ethnic Group
- 7. (Refused)

QDISABILITY a: Do you have any long-term physical or mental disability which limits your daily activities or the work you can do, including problems due to old age?

PROBE AS PER PRECODES

- 1. Mobility impairment
- 2. Visual impairment
- 3. Hearing impairment
- 4. Learning difficulty
- 5. Mental health condition
- 6. Serious long term illness
- 7. Other (Specify)
- 8. (None)
- 9. (Refused)

ASK
ALL

QSEG: What is the occupation of the chief income earner in your household?

PROBE FOR:
INDUSTRY SECTOR
TYPE OF WORK DONE
MANUAL/ NON-MANUAL
SKILLED/ SEMI SKILLED
JOB TITLE/ POSITION
SIZE OF COMPANY
QUALIFICATIONS HELD RELEVANT TO JOB

IF UNEMPLOYED, ASK FOR HOW LONG UNEMPLOYED AND PROBE FOR PREVIOUS JOB. IF RETIRED, PROBE FOR LAST JOB AND WHETHER HAVE PRIVATE OR STATE PENSION

ASK IF HARINGEY SAMPLE (REGION = 1):

QLIVEHAR: How long have you lived in the London Borough of Haringey?

PROBE AS PER PRECODES

1. All my life/born in LB Haringey
2. Up to 1 year
3. Over 1 year up to 2 years
4. Over 2 years up to 5 years
5. Over 5 years
6. (Don't know/can't remember)

ASK IF CONTROL SAMPLE (REGION = 2):

QLIVECONTROL: How long have you lived in Waltham Forest?

PROBE AS PER
PRECODES

1. All my life/born in Waltham Forest
2. Up to 1 year
3. Over 1 year up to 2 years
4. Over 2 years up to 5 years
5. Over 5 years
6. (Don't know/can't remember)

QDUMMYAGE – DO NOT ASK DP TO READ IN ANSWERS FROM QAGE1 – READ INTO RELEVANT CODE FROM NUMERIC AT THE START OF THE QUESTIONNAIRE

16 – 17	1
18 – 19	2
20 – 24	3
25 – 34	4
35 – 44	5
45 – 54	6
55 – 59	7
60 – 64	8
65 – 74	9
75+	X
Refused	0

ASK ALL

QRECONT1: Thank you very much for taking part in this survey.. Although unlikely, would you be happy for us to contact you again about this survey if necessary? You would be under no obligation to take part.

1. Yes
2. No

QRECONT2: Finally, the London Borough of Haringey may be carrying out further research about getting around London. Would it be OK for a research company working on their behalf to contact you again in the future for research purposes?

3. Yes
4. No

QNAME: And for proof of this interview can I take a note of your name?

WRITE IN NAME

That is the end of the interview. Thank you for taking the time to help us with this survey. I would just like to confirm with you that my name is XXX, and I have been calling you from BMG Research – a market research agency that is independent of the Borough. If you would like to verify this information, you can do so at no charge to yourself by dialing the MRS Freephone Service on 0500 39 69 99.

Interviewer signature:	Date:
Finish time:	Interview Length _____ mins

Appendix B

Caveats regarding certain datasets

Section 4.7, Figure 4.18

The following caveats relate to the TLRN cycling trends data.

Automatic Cycle Counter (ACC) data is raw unpatched data and is at an hourly, half hourly or 15 minute level of aggregation depending on the data collection configuration of the site.

Data is given by channel – sometimes there can be more than one channel per direction (e.g. eastbound cycletrack referring to cycles on a designated cycle track and eastbound cycles referring to cycles crossing a loop on the main carriageway). Please be aware that channels labelled 'other' or similar refer to all other detections by the loops BUT NOT NECESSARILY the total number passing the loop. These numbers must never be used as any indication of volumes of passing traffic.

ACCs only count cycle which cross over the ACC loop. These loops are typically in the near-side lane. If cycles do not cross the loop (e.g. due to a parked car, roadworks, traffic management measures or cyclist preference to cycle in the middle of the carriageway or on the pavement), they will not be counted.

Cycle count data is inherently variable, not only from day to day and by direction but also within a single day. Therefore as this is raw data, we advise that an initial sense-check is carried out as data may be affected by sudden increases or decreases in flows compared to what would be normally expected. Reasons for such variations are many, ranging from organised cycling events lifting the observed flows to vehicle parking over the detector loops and blanking out cycle flows and indiscriminate radio/electromagnetic interference in the detection field around the loop.

We would advise that any data that appears to be 'out of range' is not used in any analysis unless a full understanding exists of what is happening with the data. This is particularly pertinent for day to day variations due to weather conditions

Please note this data should only be used for the purpose it is provided for and is not to be passed to other parties outside of this project.

Section 4.8, Table 4.23

The following caveats relate to the TfL data for underground station entry and exit figures.

1. Annual figures are calculated as entries plus exits, weighting weekdays by 253, Saturdays by 52 and Sundays by 59.
2. This weighting is based on the assumption that 7 Bank-holidays are represented by 7 Sundays and grossing up to a 364 day year excluding Christmas Day.
3. This adjustment does not change from year to year depending on when the Bank Holidays are but is used as an annual factor for comparing one year with another.

Section 4.8, Table 4.24

The following caveats relate to the ORR data for rail station entry and exit figures.

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Estimates of station usage 2011-12

PLEASE NOTE:

The estimates of station usage figures are derived from ticket sales data recorded in rail industry systems. This does place some limitations on the data, of which users should be aware:

- Certain train operators (primarily Eurostar and Heathrow Express) are not included in rail industry systems. Travel using these operators' tickets will not be included in the estimates of station usage.
- For journeys from/to group stations, where all stations in the group have a ticket office, usage of each station is based on the proportion of ticket sales at the respective stations. Where one or more group stations has no ticket office, usage of each station is estimated using bespoke methodology based on the best available data.
- Estimates are included for travel undertaken using zonal/multi-modal tickets sold by Strathclyde Partnership for Transport and the English Integrated Transport Authorities (formerly PTEs) along with Travelcards in the London area.

Where significant year on year changes have been identified, these have been investigated. These are noted in the "check" columns (X, Y, Z and AA) in the 'Estimates of station usage' worksheet.

Revision (2 May 2013): The Station Facility Owner has been updated to London Overground for the following stations: Anerley, Brockley, Crystal Palace, Forest Hill, Honor Oak Park, New Cross Gate, Norwood Junction, Penge West, Sydenham and West Croydon. In addition, the following stations have been updated to London Underground: Canada Water, Highbury & Islington and Whitechapel.

For further guidance, please refer to the accompanying report which can be downloaded from the website of the Office of Rail Regulation.

Section 4.8, Table 4.25

The following caveats relate to the TfL data for bus passenger numbers.

1. 2010 / 2011 Data apply to the 52 weeks from Saturday 3/4/10 to Friday 1/4/11.
2011 / 2012 Data apply to the 53 weeks from Saturday 2/4/11 to Friday 6/4/12.
2012 / 2013 Data apply to the 52 weeks from Saturday 7/4/12 to Friday 5/4/13.
2. Estimates shown are million passenger boardings recorded on vehicles, with the exception of the routes to which note 3 applies. Records consist of Oyster tap-ins (including Freedom Passes), cash ticket issues, and driver recording of boarders not using Oyster, eg those with paper passes, children under 11.
3. On certain routes, during all or part of the year passengers using period passes or Freedom Passes were not required to tap-in or to show their pass to the driver. This applied mainly on articulated buses. In these cases the figure shown is an estimate based on surveys, adjusted for seasonality, etc. Data from this source is not directly comparable with data for the other routes.
4. Boarding on night services are shown separately, including for 24 hour routes.
5. Figures are totals recorded for the year with no adjustment for routes only operating part-year.

Appendix C

Roadshow survey template

QUESTIONNAIRE



Have your say
Haringey



**SMARTER
TRAVEL**

<p>Q1 Before today had you heard of Smarter Travel Haringey? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p><input type="checkbox"/> Other, please state <input style="width: 100%;" type="text"/></p>	<p>Q10 What do you think are the top 3 transport issues in your area as far as walking, cycling, and public transport are concerned?</p> <p>1. <input style="width: 100%;" type="text"/></p> <p>2. <input style="width: 100%;" type="text"/></p> <p>3. <input style="width: 100%;" type="text"/></p>
<p>Q2 How do you usually travel in Haringey?</p> <p><input type="checkbox"/> Bus <input type="checkbox"/> Train / Underground <input type="checkbox"/> Walk <input type="checkbox"/> Bicycle <input type="checkbox"/> Car</p>	<p>Q6 What would encourage you to walk/walk more</p> <p><input type="checkbox"/> More information on walking routes <input type="checkbox"/> Improved street lighting <input type="checkbox"/> Improved crossing facilities <input type="checkbox"/> Increased CCTV /safer streets <input type="checkbox"/> Other, please state <input style="width: 100%;" type="text"/></p>	<p>Q11 If you would like to receive information about Smarter Travel activities, events and solutions in your area; please write your mobile telephone number and email address so we can contact you</p> <p>Mobile Number: <input style="width: 100%;" type="text"/></p> <p>Email: <input style="width: 100%;" type="text"/></p>
<p>Q3 Why do you use this type of transport?</p> <p><input type="checkbox"/> Convenient / Easy <input type="checkbox"/> To help the environment <input type="checkbox"/> Cost <input type="checkbox"/> Best way for me to get around <input type="checkbox"/> Other, please state <input style="width: 100%;" type="text"/></p>	<p>Q7 What do you think could be done to get more people to walk, cycle and use public transport in Haringey?</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>	<p>Q12 Age</p> <p><input type="checkbox"/> Under 25 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 54 <input type="checkbox"/> 55+</p>
<p>Q4 What would encourage you to use public transport?</p> <p><input type="checkbox"/> More regular and reliable services <input type="checkbox"/> Faster journey times <input type="checkbox"/> Better bus stop facilities (e.g. 'countdown') <input type="checkbox"/> Cleaner buses <input type="checkbox"/> Safer buses <input type="checkbox"/> Other, please state <input style="width: 100%;" type="text"/></p>	<p>Q8 How do you rate public transport in Haringey?</p> <p><input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor</p>	<p>Q13 Gender</p> <p><input type="checkbox"/> Female <input type="checkbox"/> Male</p>
<p>Q5 What would encourage you to cycle / cycle more?</p> <p><input type="checkbox"/> More cycle lanes <input type="checkbox"/> Better quality cycle lanes <input type="checkbox"/> More information on cycle routes <input type="checkbox"/> More / secure cycle parking stands <input type="checkbox"/> Training/advice on safe cycling</p>	<p>Q9 How do you rate the walking and cycling facilities in Haringey?</p> <p><input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor</p>	<p>Q14 Please write in your name and your postcode</p> <p>Name: <input style="width: 100%;" type="text"/></p> <p>Postcode: <input style="width: 100%;" type="text"/></p>

thank you very much for taking time to fill in this questionnaire

Smarter Travel Team, Haringey Council, Level 2 S, River Park House, 225 High Road, Wood Green, London N22 8HQ

www.haringey.gov.uk/smartertravel



Walk and cycle to the shops survey template

QUESTIONNAIRE



Have your say
Haringey



SMARTER TRAVEL

Walk and Cycle to the shops

Haringey Council's Smarter Travel team has joined up with businesses in Tottenham and Alexandra Palace Farmers Market to encourage more residents to walk and cycle to their local shops, markets and high streets. Studies show that lots of car journeys in London are under a mile in length and many could be made by walking or cycling.

Tell us about how you travel to your local shops, markets and high streets, and what you think can be done to encourage more walking and cycling locally. To have your say please complete the questionnaire below. Supply your contact details and you will be entered into our free prize draw where you could win a £50 local shopping voucher or £50 of local produce.

Q1 Please tell us which road you live in and your postcode (we will not publish personal information but we would like to know how close your home is to the local shops).

Q2 Which local high street do you usually shop in?

- Muswell Hill
- Tottenham
- Crouch End
- Wood Green

Other, please state

Q3 How often do you visit your local shops / market / high street?

- Most days (4 or more times a week)
- A few times a week (3 or less)
- Not often (about once a week or less)

Q4 What do you like about visiting your local shops / market / high street? (Please tick all that you think apply)

- Community atmosphere
- Good range of products and services
- Speciality foods and services
- Restaurants / cafes
- Value for money
- Convenience

Other, please state

Q5 What type of transport do you use to go to the local shops / market / high street? (Tick all that apply)

- Bus
- Walk
- Cycle
- Car

Q6 Which type of transport do you most often use? (Please tick ONE only)

- Bus
- Walk
- Cycle
- Car

Q7 What do you think would encourage more people to walk or cycle more to the local shops / market / high street and for other short journeys?

QUESTIONNAIRE



Have your say
Haringey



Q8 Do you ever use a car to go shopping locally? (If no, please skip Q9)

- Yes
- No (now go to Q10)

Q9 When you do use a car for local shopping, please comment on how easy or difficult it is to find a parking space in your local high street when you need it.

Q10 Is there anything that would encourage you to shop more locally?

Q11 Before today had you heard of Smarter Travel Haringey?

- Yes
- No

If you would like to be entered into a Prize Draw sponsored by Smarter Travel Haringey, please write your mobile phone number and email address below.

Mobile phone number

Email

If you DO NOT want to be contacted about Smarter Travel events and activities and solutions in your area, please tick this box

-

For more information on walking and cycling in Haringey and full prize draw terms and conditions, please visit:

www.haringey.gov.uk/smartertravel



Appendix D

Progress on recommendations from the STH year one report

a) *The programme team should ensure that consistent data is captured at each roadshow and Dr Bike session. Information provided by the suppliers carrying out roadshows and Dr Bike sessions has been improved and is now recorded in a more regular and consistent manner.*

b) *Encourage all schools to utilise the STAR accreditation tool provided by Transport for London to ensure data is up to date and captured in a consistent manner. All schools are now encouraged to utilise the STAR accreditation tool and 46 schools received STAR accreditation for the school year 2012-13 with more engaged for 2013-14.*

c) *Biking Borough Automated Traffic Counter data is not currently suitable to assess if there has been an increase in cycling as this data set captures mopeds and bicycles within the same field. LBH to consider the appropriateness of this data set in monitoring the success of cycling activities going forward. The data collection technology still remains the same which unfortunately also captures lightweight powered two-wheelers. Given this mode has a relatively low percentage of all modes used and has not changed significantly over the past few years, the data set is still considered a useful tool to understand overall trends in cycling in the borough.*

d) *Investigate the KSIs in 2012 to get an understanding of whether or not LBH can influence the projected increase in numbers. LBH continues to regularly analyse road safety data and shape both their accident prevention measures and behaviour change programmes around any specific trend that emerges. The current focus remains on young people and vulnerable people – especially the elderly. The Council is also actively promoting road safety measures and advice for cyclists and HGV drivers given the potential for serious injuries to occur should collisions occur between these two modes.*

e) *Increase workplace travel plan activity across the borough as the business engagement to date has been limited due to low levels of staffing internally. Consider a programme of engagement for small to medium sized employers. This activity could be coordinated with that of the Environmental Resources engagement currently being undertaken with businesses. A shared officer with the Boroughs of Enfield and Waltham Forest is in place who engages local businesses and encourages workplace travel activity.*

f) *Work closely with neighbouring boroughs to influence the trips that are undertaken in to LBH. LB Enfield regularly attends the STH programme meetings and share ideas and initiatives to reduce travel for short trips by car.*

g) *Consider areas of focus within the borough taking on board lessons learnt from the Cycling Demonstration Town programmes. When developing the upcoming events and promotions programme consider the trips that people undertake to places and their purpose. The STH programme uses a significant amount of research that underpins the projects and initiatives that are delivered. This includes a thorough understanding of the types of trips undertaken, by whom, where and for what purpose and this policy runs throughout the programme management ethos.*

h) Take into account a population increase when assessing the success of the programme. This is noted; however, there is a time lag in relation to population data. The most recent data relate to 2011, the baseline year of STH (with estimated population for LBH projected to September 2012 being almost the same as the 2011 figure). Thus it is not possible to take account of population changes from 2012 onwards when evaluating programme data.

