ACTIVE TRAVEL

POLICY IDEAS WHICH SUPPORT IT

January 2024

Emily Kerr, Oxford City Council

ACTIVE TRAVEL

- **Why we're here**

- Policy ideas: what we're doing in Oxford

- Non policy: things campaigners and others are doing

- Advice

- Appendix: LTN-specific advice (Fulflood LN; central movement plan)

"OXFORD IS DAILY CHOKED WITH TRAFFIC" – TELEGRAPH, 1986

1953

1986

OUR VISION IS OF A CLEAN, GREEN OXFORD WITH IMPROVED PUBLIC HEALTH

Oxford's Broad Meadow – now car-free

- Beautifully designed public spaces with space for trees and people, not just cars

- A cycle and walking network to rival the best in Europe, and safe, healthy and cheap travel for all residents and visitors

- 20 minute neighborhoods with clean air where everyone can access local facilities; sociable residential streets with community not cars

- Carbon neutral public bus transport for a carbon neutral city

- Significant reduction in congestion on our roads so essential vehicles have reduced journey time

Notes: Appleyard's seminal study shows huge benefits to community cohesion and reduction in loneliness by reducing motor traffic

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In Oxfordshire we want to reduce 25% of car trips by 2030, more in the City, and we are very ambitious on how to do this

Things we have started

Low Traffic Neighbourhoods

Zero Emission Zone pilot

Fulflood Liveable Neighbourhood

20mph wherever requested by residents

Remove parking (main roads > cycle lanes)

School Streets

EV car clubs (Ghent -17% cars in 7 yrs)

Controlled Parking Zones roll-out

Car-free developments / limit CPZ permits

Trialing more Cargo bike / walk deliveries

Things in the future

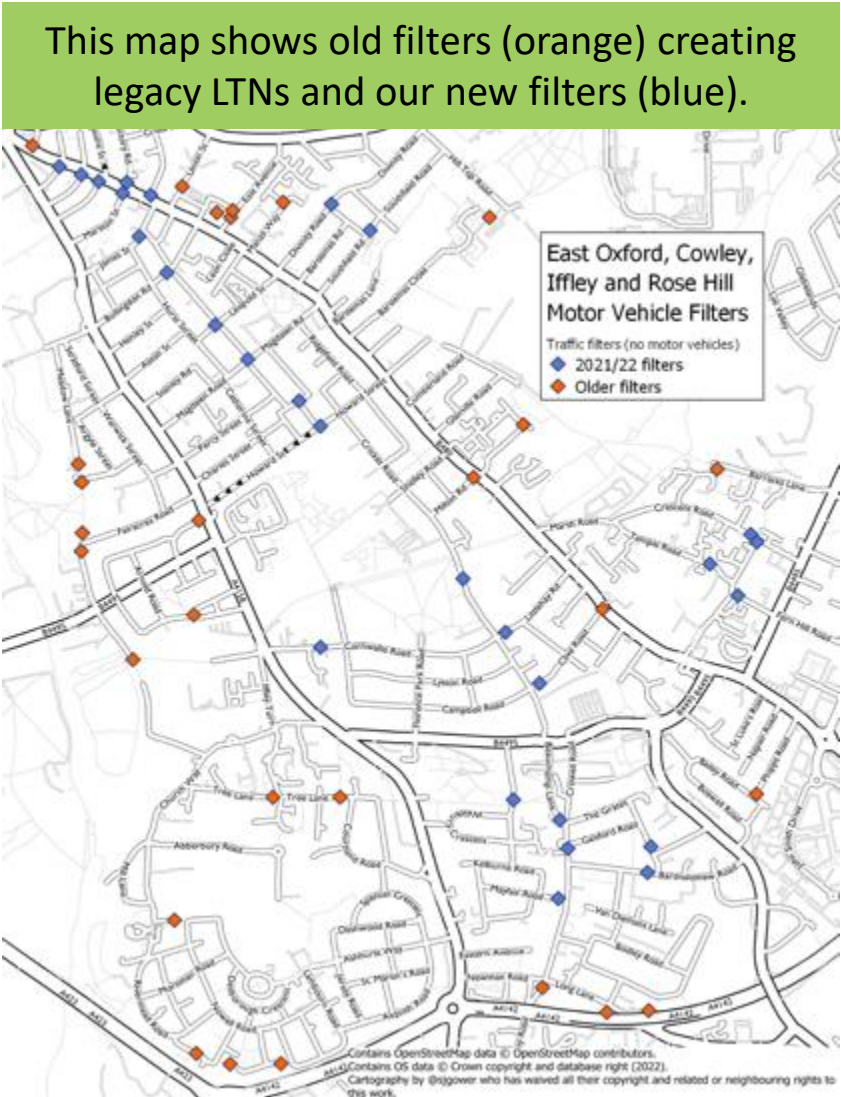Bus gates / traffic filters

Aims of the bus gates
- Reduce traffic -30% in city centre
- Increase bus / P&R use by +10%.
- Enable new bus routes.
- Reduce accidents -15%.
- Increase cycle trips by +10%

Workplace Parking Levy

ZEZ expansion

Vision Zero by 2050

Cowley Branch Line

Freight consolidation

Reduce parking lots

Strategic AT network

? Cable Car? (my goal!)

Low traffic neighborhoods rely on **traffic filters** to keep out or limit motorized transport.

LTNs are groups of traffic filters which create neighbourhoods where motorized traffic is limited. They are not a new concept & are v. cheap vs new infrastructure.

Motor traffic can't cut through between yellow main roads any longer

2022 LTN

2022 LTN

Legacy LTNs

2021 LTN

This map shows old filters (orange) creating legacy LTNs and our new filters (blue).

East Oxford, Cowley, Iffley and Rose Hill Motor Vehicle Filters

Traffic filters (no motor vehicles)
- 2021/22 filters
- Older filters

The purpose of LTNs is to increase walking and cycling through reducing through traffic & making residential streets safer, cleaner, and more pleasant to be in

Safer, cleaner streets

- **LTNs reduce RTCs by 50-70%** by reducing motor traffic and by reducing turning at junctions

- **Air quality improves inside LTNs, where 90-95% of residents live**; flat, better or worse on boundaries

- **People switch to cycling: up 50% in our Cowley LTNs, up 20% in East Oxford LTNs**, a combination of safer streets and making it easier to cycle vs drive

- **Children are much more likely to walk, scoot or cycle to school as it's safe to do so** (currently 1200 children per month nationally are injured on school run). Our local primary school went from 65% Active Travel to 85% AT due to LTNs

More cohesive communities for residents

Social Interactions on Three Streets - Neighboring and Visiting
HEAVY TRAFFIC   MODERATE TRAFFIC   LIGHT TRAFFIC
Where people have friends
Where people gather

- **Residents report increased sense of community** in line with Appleyard's classic studies showing high volumes of traffic divide communities

Or to put it another way, we want to go from this, to this…

Pre-LTN

Post-LTN

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FOCUS ON ADJACENT BUT NON-LTN PROJECTS – EG WORKING WITH SCHOOLS

- Went into schools with big maps and asked them to draw bits where they felt unsafe

- Putting together a Google Map of where East Oxford is unsafe for future funding bids

TASK FOR TODAY: GET YOUR FEEDBACK ON WHERE THE WORST AREAS TO CYCLE ARE – IDENTIFY ISSUES, AND YOU CAN SUGGEST SOLUTIONS
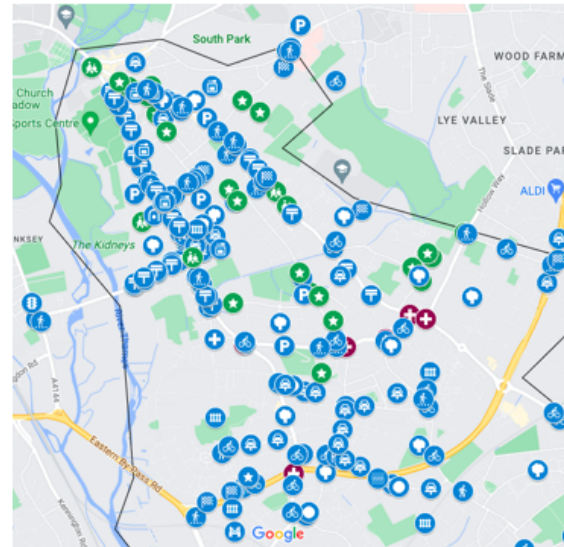
- As part of the bid, we are putting together a map which shows all the key issues for people walking and cycling in East Oxford.

- Task for today:
  - 15 mins
  - Draw your route to school. Put dot stickers on dangerous bits, number them, and write more about issue on a matching numbered post-it.
  - Examples: needs a safe crossing here, pedestrian lights take too long, there's no dropped kerb, cars park dangerously, this crossing takes a long time to cross etc

6

FOCUS ON ADJACENT BUT NON-LTN PROJECTS – OTHER EXAMPLES

Cllr Emily Kerr
@EmilyKerr36

Private schools: please can you help be part of the solution rather than the problem? I think you are creating up to 70% of Oxford's school run traffic, and you need to help your parents with alternatives to driving huge cars through our congested streets at peak hours (1/8).

Research carried out as part of YouGov's on behalf of Oxfordshire Liveable Streets shows that 60 per cent of those questioned supported the plans to create six traffic filters while only 31 per cent opposed the plans

Cllr Charlie Hicks
@Charlie_Hicks_

Broad Street pedestrianisation step 1: parking removed ✅

How to cycle with a wheelchair around Oxford
29th October

Businesses in Oxford are switching to cargo bikes
6th November

FOCUSING ON ADJACENT SUBJECTS – TOPICS WE CAN ALL AGREE WITH (CASE STUDY: BADLY PARKED OXFORD)

ACTIVE TRAVEL BRINGS OPPOSITION: THE BUS GATES HAVE FEATURED QUITE HEAVILY AS PART OF THE 15 MIN CITY CONSPIRACY THEORY

AND THEN WE HAVE SEEN ANTIS DELIBERATELY TRY TO MAKE UP STORIES AND GET THEM PUBLISHED OR PROMOTED BY OUR LOCAL JOURNALISTS

"Stuck fire engine" (actually a trial run)

LTNs blocks fire engine from passing through
A fire engine was temporarily blocked fro...
www.oxfordmail.co.uk

https://www.oxfordmail.co.uk/
news/23418377.ltns-
temporarily-block-fire-engine-

10:33 pm

UPDATED

LTNs used for fire engine practice run in East Oxford

"Cyclists secretly arrive at SafeStreetsNow protest by car"
(we didn't)

Local context: this car was dangerously parked on the exact spot a woman lost her life, and the whole reason we were protesting there was because of this event. Clearly we would not park there – but tweet was RT'd by multiple journos

Tim Hughes reposted
Cowley LTN's #OneOX4
@CowleyLtn
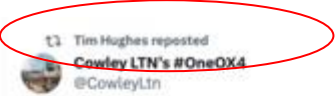
How do you know it's pro-Ltn protest day? When the nimbys park their 4x4 like this and unload their bikes for the photo op 🚗 🚲 you couldn't make it up.

Tim Hughes @OxMailTimHughes · 3d
Replying to @EmilyKerr36
@TheOxfordMail and @_AndrewColley

Hi Emily. Happy to confirm that. It wasn't my post but apologies for retweet in error, subsequently undone on learning it was unconnected. We were there to cover the event as you know - all online - with more words and great pics in tomorrow's paper. Have a good evening

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WINCHESTER: YOU'VE DEFINITELY GOT SOME GOOD BOLLARDS IN THE CITY CENTRE AND YOUR WINCHESTER MINI HOLLAND BID LOOKS GOOD BUT I BET ISN'T FUNDED

Cllr Emily Kerr 💚 @EmilyKerr36 · Aug 14, 2022

On yon straight path, a thousand may well be stopped by three:

Now, who will stand on either hand, and keep the gate with me?

#Winchester

Cllr Emily Kerr 💚 @EmilyKerr36 · Aug 14, 2022
Could **Winchester** be the bollard capital of the UK? Tons in its historic centre and a lovely safe place to spend time with kids as a result. Three types in this picture alone.

Winchester Mini Holland Feasibility Study

Hampshire County Council   Winchester City Council

PJA   Jacobs   Challenging today. Reinventing tomorrow.

ADVICE FOR IMPROVING ACTIVE TRAVEL IN WINCHESTER

- Work with your incredible local campaign group Cycle Winchester to secure their tacit (won't be open) support for elections:
  - Winchester City Council: 30 Liberal Democrat. 12 Conservative Party. 2 Green Party (Danny Clear, Malcolm Wallace). 1 Inde. Mayor: Angela Clear; Cabinet (I think you have a year off elections in 2024).
  - Hampshire County Council: 78 total, **all-out elections May 2025.** 56 Conservative, 19 LD, 2 Labour. Is there any chance of any seats flipping green?
- Ask Cycle Winchester how you can help: Attend Kiddical Mass, help arrange a regular meeting with officers / active travel forum, become known for green travel, sit on the board of Cycle Winchester,

- Focus on helping schools: even Tories support school streets. Work with governors (or become one!).

- Can you get Cycle Winchester a regular Saturday column in one of your local publications? I write for the Cyclox Saturday column a lot.

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To do a best-practice LTN you should probably do the three things below

Explain	**Co-produce & give voice**	**Treat people with respect**

Explain

- Inform citizens on plans, processes of decisions, reasons for decisions

- Ensure data collection and evaluation is thorough and transparent

- Host information on a user-friendly website

Co-produce & give voice

- Design a public participatory process for co-production of the plans

- Undertake professional representative polling

Treat people with respect

- Proactively engage and build relationships with groups who are currently most car-dependent and likely to be hostile

- Find solutions and ideally economic support to help people adapt

- Ensure you also have open channels of communication with supporters: they will often do lots of work to improve schemes & liaise with the community

Advice No.1: create a "good" LTN, ideally one with local consultation to get some of the details which matter aligned with local residents who will have a perspective

- **Bad LTNs:** I've canvassed in an area with a proposal for a bad one and the flaws were obvious to all residents. The launch of the proposal to residents included a plan which wasn't ready due to purdah / other logistical constraints to do with inexperienced contractors, but it went badly wrong due to the flaws in the design and never launched

- **Good LTNs:** my predecessors spent a LOT of time with residents working out the detail. That doesn't mean everyone will like the LTNs – they don't – but they delivered what they were expected to do (once proper bollards in place)

  - E.g. these two filters were originally in a different location but residents wanted access to Iffley Rd not Cowley Rd so they were moved

Hire experienced contractors who know what they're doing with LTNs specifically, and then speak a lot to local residents

Advice No.2: you won't make everyone happy so no need to spend years on it, to some degree issues will only come out with the trial (we are shifting 3 roads now)

- A noisy backlash against traffic reduction is **inevitable and universal regardless of the approach taken**: Amsterdam, Ghent, Paris

- Once they are in place, few want to go back: research by Possible showed **only 8% of people on streets with historic filters wanted to reverse**

- Support for LTNs is **broad but shallow & soft**, while opposition to them is **narrow but deep**

- Better Brackenbury in London started in 2019, multiple rounds of consultation, made all filters permeable, and still faced noisy backlash in 2023 (and the permeable LTNs were removed)

Traffic measures sentiment over time (Goodwin Curve)
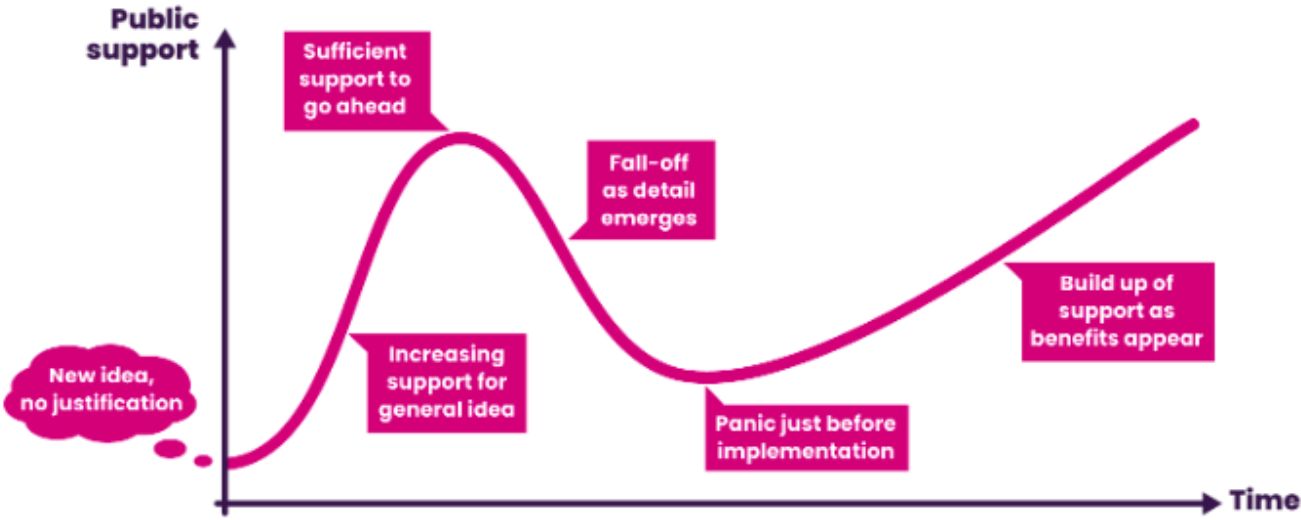
Source: Goodwin P (2006) *The gestation process for road pricing schemes, Local Transport Today* LTT444, 1.6.2006.
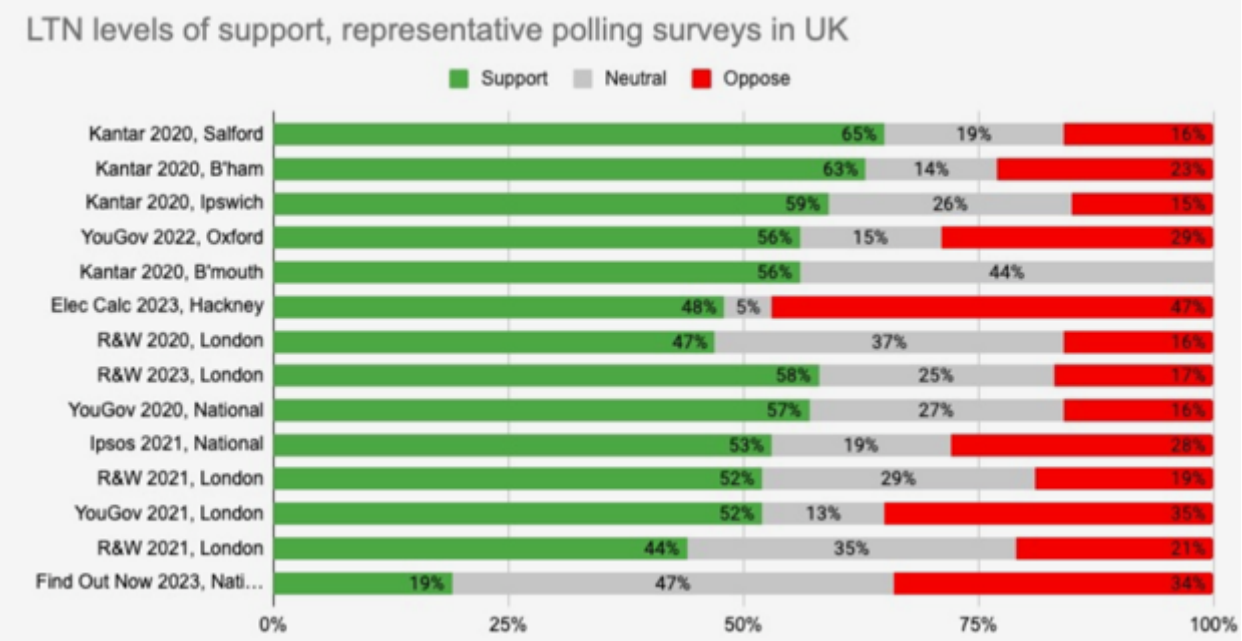
- Think about timing: not just before an election, though generally early summer is a good time to shift behavior and generational shift in new school year

Advice No.3: do not use bendy bollards as they will get vandalized and it is extremely distressing and confrontational for residents and local children

- Human bollards stood in place of vandalized bollards

- Mostly to protect the school and nursery run of kids on bikes and walking as we have schools in LTN area

- Get driven at, shouted at by angry men in large vehicles – especially scary when with a baby or toddler

- Someone threatened to kill me when I wouldn't let them illegally drive through during the school run (they didn't ☺)

- AVOID THIS AT ALL COSTS (wooden bollards, ANPR)

Advice No.4: do representative polling surveys rather than letting an online consultation have "support, oppose" as otherwise you WILL get people from outside gaming it. Sound familiar?

LTN levels of support, representative polling surveys in UK

Legend: ■ Support ■ Neutral ■ Oppose

Survey	Support	Neutral	Oppose
Kantar 2020, Salford	65%	19%	16%
Kantar 2020, B'ham	63%	14%	23%
Kantar 2020, Ipswich	59%	26%	15%
YouGov 2022, Oxford	56%	15%	29%
Kantar 2020, B'mouth	56%	44%	
Elec Calc 2023, Hackney	48%	5%	47%
R&W 2020, London	47%	37%	16%
R&W 2023, London	58%	25%	17%
YouGov 2020, National	57%	27%	16%
Ipsos 2021, National	53%	19%	28%
R&W 2021, London	52%	29%	19%
YouGov 2021, London	52%	13%	35%
R&W 2021, London	44%	35%	21%
Find Out Now 2023, Nati…	19%	47%	34%

- Every LTN is different… but we've consistently seen that online surveys are gamed by people living outside the area (in Oxford, the Oxford Mail got 1.2m responses to one survey on the LTNs)

- Leave out the "support/oppose" and address this via polling & you'll get much better insight from respondents

"Engagement, especially on schemes where there is public controversy, should use objective methods, such as professional polling to British Polling Council standards, to establish a truly representative picture of local views and to ensure that minority views do not dominate the discourse."

Traffic Management Act 2004: network management to support active travel (withdrawn 2 Oct 2023)

Advice No.5: citizens are keen to get involved, I personally love Telraams (£200, goes in a window, affordable citizen-led science and measuring, live data available free to all)

Per day:
1,100 peds
1,100 cyclists

Per day:
2,500 peds
2,600 cyclists
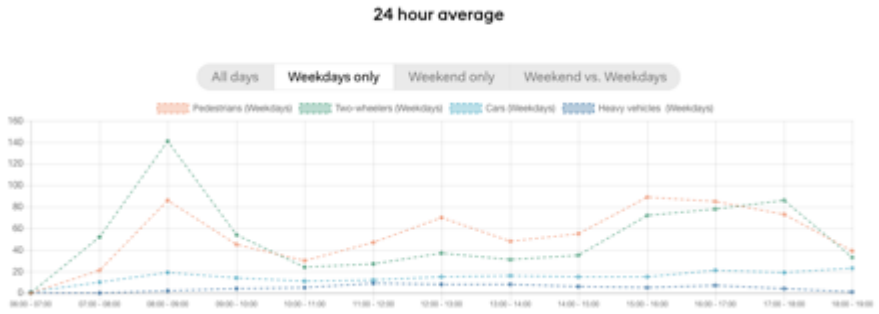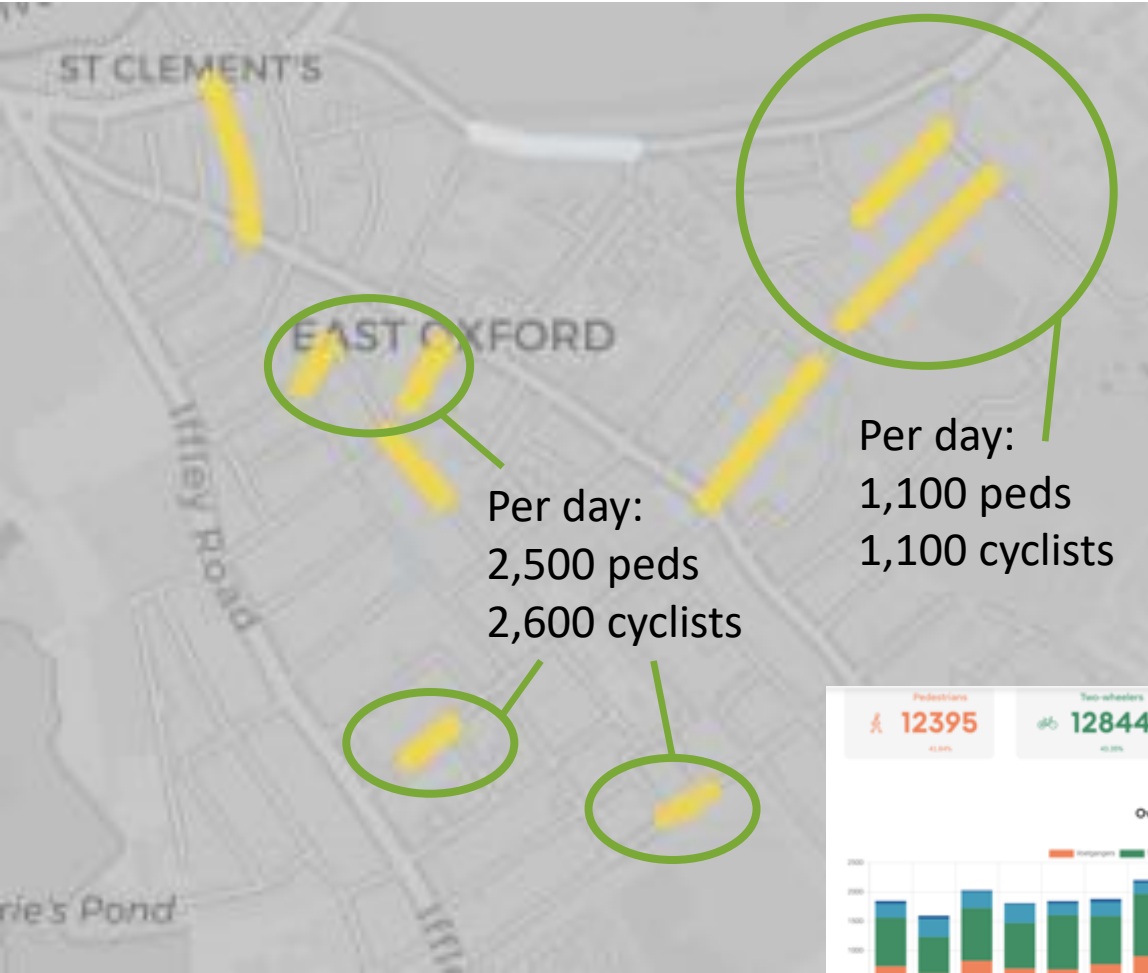
Advice No.6: schools are vital and often under-consulted, transforming the school run can be a major success for LTNs, and parents with kids are likely to be key supporters

- Speak to governing bodies (or email them)

- Data on how the school run affects local traffic (e.g. effect on bus times etc) can be useful to help schools focus on traffic as an issue

- Ask schools to survey parents about how safe they feel the school run is; can do very simple surveys with Google Forms (See below one I did when I was a governor on School Streets)

Do you like the idea of the school joining the Oxfordshire School Streets scheme for a trial period? (subject to more information)

81 responses
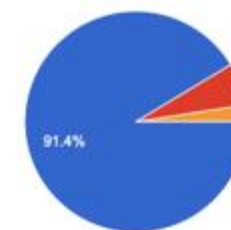
- Yes, I like the idea
- No, I don't like the idea
- I don't have an opinion on this

91.4%

Advice No.6 (part 2): I went into schools and got 6th formers to draw on a map where they felt unsafe cycling and walking and crowd-sourced a google map with all of this (and more) on it
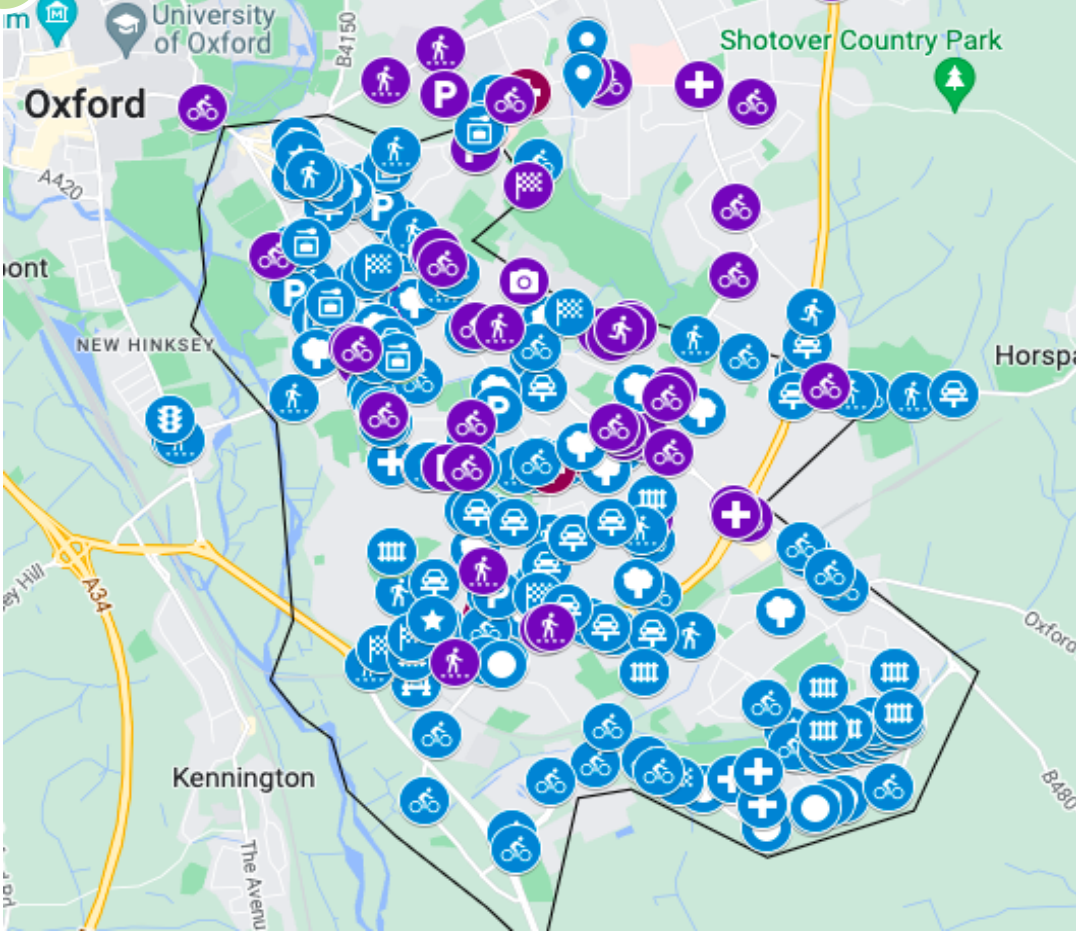
1   Large maps of danger areas: 6th formers who cycle

2   Shared edit access Google map of active travel issues

And few last thoughts I have

- It's pretty tricky when you first launch, it'll be like 20mph but worse. It does get better. Honestly!

- Try to decide what you are going to measure before LTNs launch, and make it public. We knew we were looking at air quality, bus speeds, number of cars, BUT I would have loved baseline data on ambulance response times, school journeys % share, number of cyclists and pedestrians on smaller roads

- It's very helpful to create good charts for things – as press are much more likely to feature them. For some reason, local authorities rarely seem to create good, clear, easy-to-read charts

- Generational shift is huge. E.g. it's a lot harder to get the Y6 parents to shift from driving to walking than it is to get the YR parents to start their brand new school trips on foot. So with a new school year you see change

- Parking is really important. Parking causes traffic and takes space (3x parking spaces of 12.5sqm = 1 minimum size home of 36sqm)

- Get planning onboard and ensure your planning policy / parking standards for cars and bicycles etc are in-line with your goals; active travel is also about making better provision in new developments

- We've had success in Oxfordshire with villages having a process to request their own 20mph via local councillors. It has been wildly oversubscribed. I think it could be interesting to offer a "request an LTN" service as a trial (though residents absolutely can't design them, they require professional design!)