

Appendix 2

HAMMERSMITH AND FULHAM WALKING STRATEGY

Preface

Why do we need a walking strategy? Walking comes naturally to human beings. But the massive growth in motor traffic since the second world war, increasing distances needed to travel, the decline of local shops and services, and fear of crime, especially after dark, have all contributed to a decline in the number of walking journeys. However, many journeys are still very short, Hammersmith and Fulham is flat, compact and densely populated, and we have some very attractive parks and open spaces, particularly by the riverside. Walking instead of driving for shorter journeys can play a big part in reducing environmental problems such as congestion and pollution, while regular brisk walking can be an easy, pleasant and painless way to improve your health. The Council's Walking Strategy aims to put the borough back on its feet.

Cllr. Michael Cartwright

Deputy for Environment & Contract Services

Executive Summary

This Walking Strategy for Hammersmith and Fulham is a sister document to the Council's Cycling Strategy. It complements the Council's statutory policy documents, the Unitary Development Plan and the Local Implementation Plan. It will soon be part of the supplementary document of Local Development Framework, which will replace the UDP.

Almost everyone is a pedestrian for at least some of their journeys. Walking is one of the key components of the Council's transport policies, and this strategy sets out how we are seeking to increase the numbers of walking trips in the borough, for commuting to work and school, and for shopping and leisure trips.

The Mayor of London's Transport Strategy states that London Boroughs should provide a pleasant and enjoyable walking environment for pedestrians, in particular disabled and older people. We need to ensure that these people can easily access their destinations by walking or mobility assistance e.g. wheelchair, and ensure a safe and secure walking environment e.g. through CCTV and good street lighting. We will also review and improve key walking routes, including the Thames Path, for the benefit of all pedestrians.

This strategy sets out the benefits of walking, which include health and fitness, environmental, economic and social. These benefits demonstrate the considerable advantages of walking, both to the individual and to society at large. It then describes the existing levels and patterns of walking in the borough, and the current extent and nature of walking routes.

It also looks at the reasons why walking rates have declined, such as poor footpath conditions and the issue of personal security. The section on footpath improvement will primarily cover areas within the council's control, i.e. the borough's pavements and riverside walk.

The Action plan sets out our targets to increase walking and walking safety and how we intend to achieve them in partnership with TfL, the North Fulham NDC, developers and especially local community groups – in particular the walking support groups, such as WALKWELL, Urban Studies Centre and Living Streets. Also, we encourage more school children to walk to school by implementing schemes such as Safer Route to Schools and walking buses.

The Council's Transport Vision

The Council aims to provide a framework for a safe, accessible, efficient, integrated and environmentally sustainable transport system for people and goods, within the context of the Mayor of London's Transport Strategy. It is the Council's objective to restrain unnecessary car use, to improve the performance and accessibility of public transport, and create pleasant and enjoyable conditions for pedestrians and cyclists in the borough. The Council will seek to achieve this by giving a high priority to providing for the needs and safety of 'vulnerable' travellers (including people with a disability, pedestrians and cyclists) and to improving the mobility of, and accessibility to, facilities for disabled people.

The Council's Objectives for walking

- Increase numbers of walking trips in the borough, including both commuting and leisure trips;
- Increase the proportion of borough residents walking to work, schools or shopping;
- Reduce the number of pedestrian accidents / casualties, especially 50% reduction in the number of children killed or seriously injured on the roads by 2010, compared with the 1994-98 average;
- Provide a safe and secure walking environment and review and improve key walking routes, especially riverside walks, at regular intervals;
- Increase numbers/proportion of children walking to school;
- Provide a pleasant and enjoyable walking environment for pedestrians, in particular disabled and older people by ensuring that they can easily access their destinations by walking or mobility assistance, i.e. wheelchair.

Walking problems and opportunities

It is often claimed that the way to slow down the phenomenal rate of growth in car use is to offer improved public transport. However, many of the journeys that are now made by car were never made by public transport in the past. They are new journeys that were not made before, or are much longer than previous journeys – for example drives to supermarkets rather than walks to local shops-and it would be difficult to make them by public transport. But many car journeys are still short and could be made on foot, and others could be substituted by shorter journeys on foot if there were pleasant and safe walking routes to local facilities.

Walking is nothing new to us. Almost all of us are pedestrians at some time and walking is an essential and inevitable part of the transport system in our everyday life. As well as the many journeys which are made entirely on foot, all public transport journeys and most car journeys start or end with a walk. There are many benefits to walking, including:

- It's free;
- It's flexible;
- It's relaxing;
- It reduces the likelihood of heart disease and strokes;
- Pollution levels are lower in the open air than in motor vehicles;
- It's environmentally friendly and non-polluting;
- It improves social inclusion.

Whilst studies emphasise the importance and benefits of walking, there was actually a 13% decrease in the number of walking journeys in Greater London and 20% in inner London in 2000, compared to 1989/91. However, there was an 18% increase in central London (The Walking Plan for London: TfL, 2004).

Walking had been neglected by transport planners and engineers in the past, and only recently has the concept of walking as an individual mode of transport become widely accepted and the government at different levels has developed and promoted walking policies.

From the individual perspective, pedestrians are often reluctant to walk because of:

- An unpleasant walking environment: litter on the street, lack of street furniture e.g. seating, inadequate lighting, poor road surface, narrow pavements, overgrowing foliage, dog excrement;
- Pollution, e.g. air and noise;
- Difficulty crossing roads due to increased traffic volumes and speeds;
- Footways obstructed by parked vehicles, wrongly positioned street furniture;
- Competition between different road user groups, e.g. pedestrians and cyclists/vehicles/skateboarders etc;
- Feeling unsafe and insecure, i.e. increased crime rate, or perceived fear of crime.
- Illegal cycling on the footways.

The figures for pedestrian casualties show how vulnerable pedestrians are. In 2003, pedestrians accounted for 44% of total fatalities (119 out of 272) and 28% of serious injuries in Greater London. In Hammersmith and Fulham, there were a total of 181 pedestrian casualties in 2003, 3 of which were fatal and 23 of which were serious - 14% of total pedestrian casualties.

Purpose of the Strategy

The Strategy outlines the policy context for walking and sets out the projects the council has been carrying out in order to encourage more people to walk. It also sets targets/performance indicators by which the council will measure the success of the Strategy. In particular, it focuses on increasing the number and distance of journeys made on foot, improving the quality and extent of provision for pedestrians and reducing the number of pedestrian casualties.

The Strategy will provide a means to ensure that the Council considers improvements for pedestrians in any projects and proposals for which we are responsible. Also, we welcome local groups and individuals to influence or comment on the Council's walking policies and to assess how well these policies are being implemented in practice. It is a public document that will form part of the Council's statutory Local Implementation Plan, which the Mayor of London has now required us to produce.

POLICY CONTEXT

National level

Walking is now considered as a mainstream mode of transport by the Government and local authorities and it has risen up the national transport policy agenda. In March 2000, "Encouraging Walking" was published by the Government and it presented different aspects and benefits of walking, the issues ranging from the planning perspective to practical solutions, and also provided advice to local authorities. It was followed by "Transport 2010—the 10 year plan" which recognised that poor facilities and an unsafe environment were the main factors that inhibit any increase in walking. In June 2001, the Environment, Transport and Regional Affairs Committee published its report on "Walking in Towns and Cities", which highlighted the importance of walking. Finally, in June 2004 the Government published a new Action Plan entitled Walking and Cycling, building on "Encouraging Walking", to promote more walking in England.

At the same time, the Government has taken forward a broad range of health, planning and transport policy initiatives aimed at improving local quality of life. For instance, the National Retail Planning Forum published “Going to Town: Improving Town Centre Access” (2002), which looked at improving the pedestrian environment in town centres, particularly the links from car parks, trains, and buses to the main shopping areas. Other relevant bodies also showed their interest in providing a pleasant walking environment. For instance, the Commission on Architecture and the Built Environment (CABE) published “Paving the Way” (2002) which has identified changes in guidance and practice needed to create clean, safe and attractive streets. In June 2003, the Department for Transport issued a discussion paper entitled “On the move by foot”, which recommends improving conditions for walking and increasing the number of journeys made on foot.

“Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure” was published in September 2002. It sets out recommended design requirements for footways, footpaths and pedestrian areas, especially for mobility and visually impaired people.

Some local authorities such as York City Council have introduced their own highway use hierarchy which puts pedestrians at the top. In principle and where appropriate we will follow this hierarchy.

1. pedestrians;
2. people with mobility problems;
3. cyclists;
4. public transport users (includes rail, bus, coach and water);
5. powered two wheelers;
6. commercial / business users (includes deliveries and HGV);
7. car borne shoppers and visitors;
8. car borne commuters

In spring 2004, “Choosing Health – A consultation on action to improve people’s health” was published by the Department of Health. It explains that there is a growing recognition that the health and well being of communities and society as a whole is not just a matter for central Government, the NHS and other public services but also individuals, organisations and communities. The health problems of inactivity and sedentary lifestyles also has an economic cost. For instance, in the 2001 National Audit Office report “Tackling Obesity in England”, it was estimated that the total cost of obesity in England in 1998 was £2.6 billion. This included costs to the National Health Service of £479 million and indirect costs (earnings lost due to premature mortality and sickness absence). Therefore encouraging more walking will bring both health and economic benefits to individuals and society at large.

Regional level

In the Mayor’s Transport Strategy, published in July 2001, pedestrians are considered to be the most vulnerable public space users. Policy 41.3 states that “TfL will work with the London Boroughs, other public bodies, the private sector, and voluntary groups with expertise in walking issues to produce a Walking Plan for London which will provide a framework for implementing and monitoring the Transport Strategy’s proposals for walking”.

The Mayor published his Walking Plan for London in February 2004, entitled “Making London a Walkable City”. In his foreword the Mayor says it his vision “to make London one of the most walking friendly cities by 2015”. The Walking Plan’s aim is “to see more people making walking their first choice for short journeys, and making more trips over longer distances by a combination of walking and public transport”.

The concept of walkability is defined in the Walking Plan for London as “the extent to which walking is readily available to the consumer as a safe, connected, accessible and pleasant

activity". It also further reinforces the five "Cs" in the London Planning Advisory Committee's Walking Strategy for London and are adopted as key indicators of walkability for inclusion within the Walking Plan for London.

Connected

Comprehensive network, absence of dead-ends, avoiding or ameliorating the effects of crossing busy roads.

Convenient

Direct paths and routes without detours, diversions from desire lines and without restrictions; avoidance of underpasses and footbridges.

Comfortable

Smooth surfaces, more than adequate widths, absence of obstructions, avoidance of steps and steep gradients, good micro-climate (i.e. avoiding gusts of wind and sun traps), good lighting, separation of vehicle traffic, or traffic calmed environment, feeling of safety and security, provision of adequate seating in appropriate locations.

Convivial

Pedestrian areas and routes should be spaces to encourage human interaction and improve personal security. Key elements include diversity (of streetscape, landscape, buildings, activities), landscaping and furnishing, frequent passers by, space for relaxation and enjoyment, interesting ground floor activities, views in and out of buildings.

Conspicuous

Legibility of routes through design and signing of streets, destinations, public transport and building occupants.

The purpose of the Walking Plan is to assist all organisations involved in achieving the Mayor's walking vision for London. Six objectives have been set out to improve conditions for pedestrians and to encourage people to walk more. It is the Mayor's vision that London will be one of the world's most walking-friendly cities by 2015.

The six objectives of the plan are:

- Objective 1: Improving co-ordination and Walking Plan development – co-ordinate delivery and further develop the plan to ensure pedestrians needs are being met;
- Objective 2: Promoting walking – educate and inform the public, via published material and campaigns;
- Objective 3: Improving street conditions – draw up guidelines, develop integrated pedestrian networks and deliver improvements;
- Objective 4: Improving developments and interchanges – develop guidelines and measures to improve pedestrian conditions at new developments and at interchanges;
- Objective 5: Improving safety and security – implement safety and security measures to help pedestrians;
- Objective 6: Plan delivery and monitoring – the implication of funding and resource input at the regional and local level. .

Local Level

In Hammersmith and Fulham, the council recognises the importance of walking as a sustainable mode of transport, both in its own right and in conjunction with other modes. Almost every journey involves an element of walking and it is important that the quality of the pedestrian environment makes walking a pleasant and convenient experience.

The quality of the pedestrian environment is a key element in creating an integrated and safe transport system for those who live, work, and visit the borough. It will help to attract inward

investment and will assist in meeting the council 's objectives for cleaner air and reduced road congestion.

In the Borough Spending Plan (BSP), we have identified walking schemes in accordance with the criteria set by Transport for London (TfL) as follows:

Introduce new walking routes between popular destinations with significantly reduced walking times;
Improve pedestrian priority at junctions and crossing facilities;
Improve access to popular destinations, particularly the public transport network, improve sight lines, information and various aspects of ambience;
Improve safety and personal security for pedestrians.

In relation to land use planning, the Unitary Development Plan (UDP) emphasises the importance of walking and this concept is integrated into various policies. Land use policies are designed to ensure that pedestrians have good access to developments or public transport interchanges. Policies TN4 Provision for Disabled People and TN5 Provision for Pedestrians are the two policies specific to pedestrians.

Policy TN4 indicates that *“development will not be permitted unless, in terms of its design and layout, it would facilitate ease of access by disabled people and others with impaired mobility, to and from public transport facilities and car parking areas that directly serve the development, to town centres and local neighbourhoods, and to schools, local shops and services”*. The objective of this policy is to ensure all development proposals comply with the requirements of the Disability Discrimination Act (DDA) 1995.

Policy TN5 states that *“development will not be permitted unless, in terms of its design and layout, it would facilitate direct, convenient and safe walking routes to town centres and local neighbourhoods, and to schools, local shops and services and public transport facilities”*. It aims to provide for the needs of pedestrians and to promote, encourage and support schemes which improve the pedestrian environment and facilitate pedestrian movements.

The council seeks to integrate the transport network with land use through its UDP. Through our development control function we will support proposals which promote the provision of a wide range of day to day facilities within walking distance of most homes. These include food shops, newsagents, open space, post office, supermarkets, schools and public houses.

In April 2002 the council adopted Supplementary Planning Guidance (SPG) entitled “Table and Chairs on the Public Highway”. This relates to the consideration of temporary Highways Act licences to place tables and chairs on the public highway. Under normal circumstances, the placing of tables and chairs outside premises on the public highway requires planning permission, which will only be allowed if it will not cause obstruction to pedestrians, prams and wheelchairs. In general, there is a minimum width of unobstructed footway of at least 1.8 metres is required. In areas of high pedestrian flow a greater unobstructed width, up to 3.5 metres, may be required.

In addition, the SPG also advises that, for reasons of pedestrian safety and convenience, the siting of advertising boards and other signs on the footway will not generally be approved. Items such as menu stands must be specified in the planning application with their position shown.

Walking in Hammersmith & Fulham

Vital Statistics

Walking is a significant mode of travel in Hammersmith and Fulham due to its flat and compact physical nature. According to the 2001 census, 12% of journeys to work in the borough are made on foot, almost identical to the proportion in 1991.

According to the Borough Household Transport and Recycling Survey (2002), 11% of residents' journeys to work are made mainly on foot, 15% of leisure journeys, 26% of food shopping trips, 12% of other shopping trips and 30% of education journeys. In addition, 82% of panel members said that good walking routes were important in encouraging them to walk, 73% mentioned priority for walkers and 49% mentioned signed leisure routes.

Walking for business and pleasure

This borough has a relatively dense, extensive and frequent public transport network which contributes to a high use of public transport, both by residents and employees who commute into the borough. This travelling pattern generates the demand for direct access to all public transport facilities, i.e. bus stops, tube and rail stations in the borough and also the need to provide pleasant and accessible walking routes for commuters. It is important for pedestrians to have convenient interchanges between bus and train e.g. at Hammersmith Broadway, where the bus station is directly above the underground station and accessible by lift and escalator within a covered and secure environment. A similar high quality interchange is planned at Shepherds Bush Central Line Station as part of the White City shopping centre development. At other stations we will be looking at the need for improved rail-bus interchange e.g. by moving bus stops closer to station entrances.

Statistics show that one-fifth of car trips during peak hours are generated by school trips. Those car trips not only generate more pollutants but also increase the risks of pedestrian or child accidents/casualties around the school areas. With a total number of 61 schools in this borough, including primary and secondary schools, 'school run' trips contribute significantly to traffic levels within the borough during peak hours. Therefore the Council seeks to raise awareness of the benefits of walking to school children so that they will walk more throughout their lifetime.

Whilst this borough is located in Inner London, there are lots of parks, open spaces and green areas. Two well-known long distance walks, the Thames Path and Grand Union Canal towpath, provide attractive leisure walks. It is envisaged that a design guide for the Thames Path will also be published.

Recent schemes

In the last few years, the council has implemented a number of successful walking demonstration projects, including improvements on the Thames Path, St Paul's Green and Hammersmith Broadway surface crossings. Other projects have been implemented to encourage and promote walking, such as town centre improvement schemes. Walking forms a key part of the Shepherd's Bush Green transport improvements under the title 'Putting Shepherd's Bush back on its feet'. There are other town centre improvements such as in Fulham town centre and further works in Hammersmith town centre, the Thames Path and links between King Street and the riverside etc. We have implemented the first phase of the pedestrianisation of Lyric Square and have are due to complete the second phase by the end of 2004/05, which will provide a high quality urban environment. We achieved Beacon Council status in 2002/3 for improving urban green spaces.

"Green Areas" is another project to improve public transport service access through the improvement of the general environment around the London Bus Priority Network. It is a 'whole area' approach to improvements for public transport users, as well as pedestrians and

cyclists. Green Areas schemes have been implemented for pedestrians around Hammersmith Broadway, around Goldhawk Road and Ravenscourt Park underground stations, and in King Street.

With the availability of 'Local Accessibility' funding from Transport for London, the council is currently implementing pavement improvements between Hammersmith Broadway and Charing Cross Hospital, and will look into widening the footway outside the hospital. Measures include dropped kerbs and raised crossings (informal and formal), tactile paving, removal of obstructions, bus boarders and measures to deal with obstructive parking. The aim is to make the urban environment more convenient for pedestrians, particularly the mobility impaired. In June 2004, the council conducted an attitude survey and found out that among the people who had noticed the footpath improvements, over 76% had positive comments to make about them. A copy of the questionnaire is attached in the Appendix.

Other schemes, such as Home Zones and area traffic calming schemes, have recently been implemented in Grove Ward, College Park, Sawley Road and Brook Green. Home Zones reduce traffic speeds and volumes and accident rates, thereby benefiting pedestrians, cyclists and local residents, and introducing 20 mph speed limits.

Walking to School

Safer Routes to Schools (SRtS) is one of the significant programmes in the borough to improve walking routes to schools. With a close working partnership with the Urban Studies Centre, its objective is to engage children in looking at their journey to school and identifying ways to improve the quality and safety of the journey by sustainable modes (walking, cycling and public transport). There are also physical measures including traffic calming (e.g. chicanes, raised crossings, speed cushions), parking/loading/waiting restrictions, wider pavements outside schools and measures enhanced crossing facilities (raised pedestrian crossings, refuges etc). These have been implemented in parallel with educational awareness programmes. This programme was begun in 1998 and eleven schools have been completed so far. A further five schools have been identified for investigation in 2004/05.

The concept of a walking bus is a green transport initiative to encourage more children to walk to school. The school children walk together, collection points are the 'bus stops' and the walking bus is accompanied by adult supervisors. Several schools in the borough have walking buses, including Bentworth Primary, Peterborough Primary and Langford Primary, and St. Peter's Primary. There is considerable interest from other schools and it is envisaged that the number of walking buses will increase.

Walking the Way to Health

Walking has well-documented health benefits, particularly brisk regular walking for at least 20 minutes. The Walking the Way to Health project was established nationally in 2002 to promote walking to people who have suffered from, or are susceptible to, heart disease (and other health problems) and aims to encourage them to take up regular walking as a form of rehabilitation or preventative exercise. The Council is participating in the project (called Walkwell in this borough) and a co-ordinator was appointed in 2003 to promote it in this borough. Led walks have been held on a weekly basis, targeting specific at-risk groups including ethnic minority groups, and ten walking routes have been identified for people to follow. An independent walking pack "Step out for Health – Ten Walks in Hammersmith & Fulham" was produced and launched in summer 2004. The routes were designed by the local community and it is one of the first examples of a joint partnership with local communities and volunteer walkers in England.

Air Quality

Poor air quality is most concentrated along the main roads in the borough, which often have high concentrations of pedestrians as well, such as Hammersmith Broadway and Sheperd's

Bush Green. Although studies have shown air quality to be worse inside vehicles than on the footway, poor air quality can be a problem for pedestrians, especially those with respiratory problems, as well as being unpleasant. In order to tackle this problem the Council has declared the whole borough an Air Quality Management Area and produced an Air Quality Strategy and Action Plan which was adopted in April 2003. Measures to encourage and facilitate walking as an alternative to car use have been included in the Air Quality Strategy. Its aims are to reduce pollutants and provide a more pleasant living and working environment. The strategy aims to reduce the number of car journeys and emissions of Nitrogen Dioxide (NO₂) and Small Particles (PM₁₀) and provide a better walking environment for pedestrians. Addison / Brook Green Ward has been chosen as a 'Clear Zone/Home Zone plus' where traffic management measures complementing the Home Zone will be implemented in this area, to provide a more pedestrian-friendly and pleasant walking environment, together with traffic calming measures, improved cycle routes and school travel plans.

In addition to town centre schemes and other walking improvements, the Council is involved in feasibility studies for two new pedestrian / cycle bridges. One of these will be over the River Thames between Sands End and Battersea (in partnership with L.B. Wandsworth), and the other will be between Wood Lane and underneath the A3220 West Cross Route in White City (in partnership with R.B. Kensington and Chelsea). The feasibility studies have been completed and we are awaiting funding to progress these projects.

Awareness Raising

Raising awareness about the benefits of walking is an important aspect of getting more people to walk. This council undertakes a number of awareness-raising campaigns and events each year to promote walking. These link to national campaigns such as Don't Choke Britain / London in June, and In Town without My Car/ European Car Free Day on 22 September every year. The Council works closely with other relevant organisations, such as Urban Studies Centre, Groundwork, the Local Agenda 21 Forum, Friends of the Earth and other relevant bodies who are actively involved in walking. We also published a walking and cycling map for this borough in spring 2004.

Vulnerable pedestrians – older people and disabled people

Among all pedestrians, elderly and disabled people are the most vulnerable road users and they are very sensitive to the walking environment. The majority of people (62%) aged over 55 felt some level of unease walking alone after dark and 12% of over 55s felt very unsafe, as shown in the Borough Household Transport and Recycling Survey (2002).

Most elderly peoples' daily activities are very localised and they usually reach their destinations either by bus or on foot. They are concerned about safety on the streets, environmental 'streetscene', i.e. litter and rubbish, heavy traffic on the road, and inconsiderately-parked cars. It is necessary for us to be aware of all the needs of older and disabled people and Better Government for Older People (BGOP) in the council and Hammersmith and Fulham Action on Disability (HAFAD) act as channels for them to voice their concerns and opinions.

A scheme called 'Personal Assistant' had been submitted to the Urban Bus Challenge. When a caller asks for a special transport arrangement, i.e. dial-a-ride or taxicard services, operators will offer a free personal assistant if the caller wants to be escorted by public transport services. This initiative not only can provide alternatives to the disabled people or the elderly, but also provide a safer and more secure environment for them to access public transport services. Whilst the bid was unsuccessful, we are preparing to resubmit the scheme and may be finding other sources to implement it.

Quality and Maintenance of Pedestrian Environment

The council intends to identify and audit key walking routes for improvement. Priority will be given to those pavements with a high level of pedestrian usage. In particular, the improvements are likely to cover the following issues:

- Careful planning of street furniture/facilities;
- Clear, securely fixed and visible signage and directions;
- Integration of public transport services, i.e. tube/rail stations and bus stops/terminals;
- Identify landmarks, e.g. significant buildings, public squares and green spaces;
- Footway design, i.e. the minimum footway widths related to usage, and set minimum standards for the maintenance and management of the streets, including repair of footways, signing, avoiding clutter, keeping streets adequately illuminated and the provision of CCTV;
- Improve routes by dropping kerbs, providing safe crossing points, smoother and better surfaced footways, reducing street clutter such as posts, bollards and signs and the preventing illegal parking or obstructive parking on footways and regularly monitor and check the conditions of the pavements
- Emphasise the importance of leisure walking routes e.g. Thames Path, Grand Union Canal towpath and parks.
- Revise the borough streetscape design guide.

In addition we will pay more attention to the details of design issues for pedestrians. The Council will ensure that a consistent approach is adopted when improvements or modifications to the streetscene are considered. We will aim to meet desire lines for pedestrians and redress the balance between pedestrians and motor traffic by giving pedestrians a higher priority at crossings and junctions and reallocating road space from motor traffic to pedestrians etc.

However, due to various constraints, it is not always possible to implement high quality continuous and permeable pedestrian routes. This strategy is the first step to establish and identify the needs of local residents, workers, shoppers, retailers, employers and others in relation to the borough.

Partnership and Consultation

A very close and friendly walking partnership should be established among all the relevant walking organisations in order to promote and encourage walking. Groups such as Better Government for Older People and Hammersmith and Fulham Action on Disability (HAFAD) can provide important input, and the Environment and Regeneration Scrutiny Panel can also play an important role as it is open to the public and has co-opted representatives from a wide range of organisations.

Targets and Monitoring

Walking is difficult to monitor and assess as journey patterns are so diverse and few surveys count pedestrians. There are quite a few indicators that are relevant to walking, e.g. travel behaviour, trip purpose, personal information and the route accessibility. These indicators will be used to monitor progress in implementing this Strategy, and targets will be set to give some measurements of progress. The targets adopted by this Strategy are set out at the end, and are largely based on the actions outlined in the Action Plan that follows. It is envisaged that the walking strategy will be reviewed annually to keep local residents and relevant government bodies informed of latest developments. In addition, it is intended that this strategy will form part of the Local Implementation Plan as a supplementary document.

Walking and Cycling

Walking and cycling have often been considered together in transport policy as both pedestrians and cyclists are vulnerable road users in that they are likely to come off worse in any collision with motor vehicles. However, the Council receives many complaints about cycling on footways, especially from elderly people. This problem is discussed in our Cycling Strategy, which was published in the summer of 2003. Enforcement of the law is the responsibility of the police, but they do not have sufficient resources to be able to enforce this law at all times. Enforcement should be targeted in the areas with the greatest problems, and at those (mainly young males) who cycle fast and inconsiderately on the footway. Respondents to the cycling strategy have suggested that the council's community wardens, who have been introduced in Shepherds Bush, could play a role in the enforcement of the law regarding cycling on the footway.

Our cycling strategy aims to make the roads safer and more convenient for cyclists so that they will feel less need to use footways. We will also participate in London-wide campaigns which both remind cyclists that they do not have a legal right to use footways and remind vehicle drivers, especially HGVs, that cyclists have a right to be on the roads and they need space.

As far as possible we will design cycle routes to minimise contact and conflict with pedestrians. However there are circumstances where they have to share space, and in these cases we will endeavour to segregate pedestrians and cyclists by use of delineated lanes, markings and coloured surfaces. At conflict points such as narrowings and crossings pedestrians will have priority over cyclists, and signs will be erected asking cyclists to dismount.

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Action Plan

Targets

The Walking Strategy Action Plan is aimed at meeting the following TfL targets, set out in their Walking Plan for London:

- Achieve a 10% increase in the modal share of journeys under 2 miles made on foot per person in London between 2001 and 2015
- Achieve a 10% increase in the number of trips made on foot per person per annum
- Increase the level of London's 'walkability' both in terms of people's perceptions and in actual measured terms against other world cities
- Maintain or increase the proportion of personal travel made by means other than private car
- Achieve year on year improvements in the proportion of trips made by equality and inclusion target groups, particularly disabled people, older people, and women travelling at night.

Objective and Action	Who	When	Funding	Performance Indicators
Objective 1. Encourage and promote walking and recognise walking as an important mode of transport in its own right				
Integrate walking into land use and transport planning and ensure all new developments provide good quality facilities for pedestrians and disabled people	Env, developers	Ongoing	TfL, developers, S106	<ul style="list-style-type: none"> • Walking modal share for trips under 2 miles (TfL-PI) • The percentage modal share of walking for shopping and leisure trips
Further develop Safer Routes to Schools schemes, including traffic calming measures, and promote walking buses to school children and their parents.	Env, schools	Ongoing	TfL, S106	<ul style="list-style-type: none"> • Child pedestrian casualties (BVPI 99f) • The percentage of schools covered by School Travel Plans / SRtS schemes • Number of Walking Buses in the borough
Introduce measures to reduce the number of pedestrians killed or injured on the borough's roads.	Env, Police	By Dec 2010	TfL,	<ul style="list-style-type: none"> • Pedestrian casualties (BVPI 99) • Child pedestrian casualties (BVPI 99f)
Extend coverage of Home Zone (20 mph zone) areas	TfL, Env	Ongoing	TfL	<ul style="list-style-type: none"> • The percentage of borough covered by Home Zones / 20 mph zones
Reduce conflicts between pedestrians and cyclists e.g. through enforcement of cycling on pavements	Env/ Police/ TfL	Ongoing	–	<ul style="list-style-type: none"> • Reduce number of cyclists using the footway

Objective and Action	Who	When	Funding	Performance Indicators
Provide sufficient and clear signage in town centres, and other important pedestrian areas	TfL, Env, developers	Ongoing	TfL, S106	<ul style="list-style-type: none"> Number of additional routes / destinations signed per annum
Improve security e.g. through lighting and CCTV, and improved police patrols.	TfL, Env, developers, Police	Ongoing	TfL, S106	<ul style="list-style-type: none"> Percentage of people feeling safe on the borough's streets after dark (BVPI 198 a/b) Percentage of public areas covered by CCTV cameras and regular police patrols
Pedestrian audits: Undertake comprehensive surveys of the walking environment in the borough's town centres and other busy areas and address any problems.	Env	Surveys to start in 2004/05	TfL	<ul style="list-style-type: none"> Condition of surface footway (BVPI 187) Perception of street cleaning (BVPI 199) The percentage of streets inspected for defects every 6 months (Env 1 Local PI)
Promote awareness campaigns including Walk to School, Walking for Health, Good Going, School and Green Travel Plans etc.	Env, residents & community groups, schools	Ongoing	TfL, government developers	<ul style="list-style-type: none"> Number of walking awareness campaigns Number of groups promote walking (TfL-PI) The percentage of third party funding (TfL-PI)
Objective 2. Encourage and promote health benefits and recognise walking as a pleasurable and healthy activity				
Maintain and improve existing recreational routes, e.g. Thames Path, canal towpath, paths in parks and open spaces.	Env, all relevant London boroughs, Thames partnership, West London River Group, British Waterways	Ongoing	TfL, S106 WREF, Environment Agency	<ul style="list-style-type: none"> The percentage of programme / initiative complete – (TfL – PI) Conditions survey carried out along Thames Path periodically
Develop and promote new routes, and establish a network of Walking for Health Walks (Walkwell), in consultation with NDC, BGOP and Education Department to ensure wherever possible access is suitable for all users. Liase with adjoining borough to create inter-borough routes.	Env, NDC, BGOP, Edu, Walkwell co-ordinator	Ongoing	Walkwell (NOF, NDC, PCT, BGOP) TfL	<ul style="list-style-type: none"> Number of waymarked routes Number of volunteer lead walkers Number of walkers participating in organised Walkwell walks

Objective and Action	Who	When	Funding	Performance Indicators
Promote and actively support the National Healthy School Initiative	Edu, schools	Ongoing	--	<ul style="list-style-type: none"> Number of schools involved
Include walking as an activity within the GP referral scheme	NDC, PCT	Under development	Walkwell, NDC	<ul style="list-style-type: none"> Number of referrals Number of walkers
Promote health walks to specific medical condition groups, e.g. Cardiac Rehab, Asthma, as well as sedentary individuals etc.	Edu, NDC PCT, HHT	Ongoing	Walkwell	<ul style="list-style-type: none"> Number of walks Number of walkers and proportion from various patient groups
Promote health walks in the workplace.	Edu, Env, Pad	By end of March 2004 - is already beginning to happen with Bryony Centre Admin		<ul style="list-style-type: none"> Number of walks Number of walkers
Produce a pack showing all designated walking routes	Walkwell co-ordinator	June 2004	Walkwell	<ul style="list-style-type: none"> Number of packs distributed
Objective 3. Facilitate walking as an attractive means of travel, particularly by improving links to public transport				
Increase the number of pedestrian facilities especially to strengthen the links to public transport interchanges by improving the walking environment, e.g. crossings	Env, developers	Ongoing	TfL, S106	<ul style="list-style-type: none"> Reduction in journey times on foot, and waiting times at key crossings Number of walking improvements implemented per annum Qualitative surveys of user opinions will also be carried out
Provide safer and unobstructed footways for disabled people and provide appropriate facilities at pedestrian crossings, including dropped kerbs, tactile paving, tactile knob and audible sound etc.	TfL, Env, BGOP	Ongoing	TfL, S106	<ul style="list-style-type: none"> The percentage of Public Transport facilities with disabled access (TfL – PI) The percentage of pedestrian crossings with facilities for disabled / visually impaired people (BVPI 165)

3 Establish networks and partnerships to promote walking

Work with established fora such as the London Walking Forum, H&F LA21 Forum, FoE, Ramblers Association and Walkwell, to develop and implement projects.	Env	Ongoing	TfL, Partner groups, private sector sponsors.	<ul style="list-style-type: none"> Indicators of community involvement (TfL – PI)
Establish local fora where Council members, officers and local interest groups, i.e. BGOP can develop local projects	Env	Ongoing	LBHF	<ul style="list-style-type: none"> Representative sample attending events (TfL – PI)
Encourage local businesses to provide incentives to walking	Env	Ongoing	Private sector	<ul style="list-style-type: none"> Number of local business with Green Travel Plans – in particular related to walking

LBHF	London Borough of Hammersmith and Fulham
TfL	Transport for London
Env	LBHF Environment Department
Edu	LBHF Education Department
BGOP	Better Government for Older People
PAD	LBHF Policy and administration Department
HHT	Hammersmith Hospitals Trust
PCT	Primary Care Trust
NDC	Neal Deal for Communities – North Fulham
NOF	New Opportunities Fund
WREF	Western Riverside Environmental Fund

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