



Walking the way to Health Initiative - W

This year's Smartmoves Walking and Cycling Conference will take place on Tuesday 21 April. To register for this free event, visit www.smartmovesconference.org.uk

Smartmoves

Issue 9 February 2009

Promoting active travel in London

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If you wish to amend your details, request an e-version or be removed from our database, please email smartmoves@tfl.gov.uk



The next event is 31 March, visit www.walkengland.org.uk to sign up

Mingle all the way

The first Walk England Professional Network (WEPN) event in London attracted more than 150 delegates from the world of walking.

Attendees from transport, health and campaign backgrounds enjoyed talks from Dr Simon Tanner, Regional Director for Public Health, Kulveer Ranger, the Mayor's Director for Transport Policy, web expert and marketing technologist Mark Davey and Dr William Bird of Natural England.

A series of workshops also

engaged delegates, encouraging discussion about inspiring young people, measuring walking behaviour, socialising suburbia, online micro-blogging and a physical activity care pathway.

Andrew Stuck of Rethinking Cities said: "This is a very important event for sharing ideas and meeting fellow walking professionals. I just wish there were more meet-ups like it, in fact, I will be organising some myself."

i For more information visit www.walkengland.org.uk

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Georgian charm

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Call to action



To read the documents, visit <http://tinyurl.com/816pta>

Lobby group London Councils has produced a package of ways for boroughs, TfL and organisations to work together to break down the barriers that prevent more people from walking and cycling in London.

The separate walking and cycling documents were produced before Mayor of London Boris Johnson's *Way to Go!* transport proposal was released, together with Living Streets, London Cycling Campaign (LCC) and Walk London.

The joint venture was borne out of the three organisations' continued working relationship; both Living Streets and LCC have received grants from London Councils.

Chairman of London Councils' Transport and Environment Committee Councillor Daniel Moylan said: "With the reality of the economic downturn really beginning to bite, cycling and walking are low cost alternatives to running a car or using public transport."

Chief Executive of Living Streets Tony Armstrong said: "Encouraging Londoners to walk their daily journeys around the city is absolutely vital, not only to ease congestion but also to make sure we all get the health benefits that being active in our daily lives bring."



London Councils' proposals include:

- increasing the number of places where Londoners can safely and securely leave their bikes
- creating more pedestrian-friendly routes to schools, shops and other local amenities
- improving the local environment to help make walking and cycling more attractive.

Cycle hire scheme coming to the Capital

Boris Johnson has announced plans to introduce a cycle hire scheme in the Capital by May 2010.

Approximately 6,000 bikes will be available initially, across an area roughly equivalent to London's Fare Zone 1.

This is expected to generate around 40,000 extra cycle trips a day and, if the scheme proves successful, additional



bikes could be introduced.

Charlie Lloyd, Cycling Development Officer for the London Cycling Campaign, said: "We are confident there are a lot of people who will use this system and it will increase cycling as a legitimate form of transport."

i For more information visit www.tfl.gov.uk/tfl/roadusers/cycling/cycle-hire-scheme

My view: cycling

Philip Darnton, Chairman of Cycling England, shares his thoughts



Celebrating a chain reaction

Last year marked a real turning point for the profile of cycling in England. As well as the storming success of our Olympians, June 2007 saw the appointment of 10 new Cycling Towns and our first Cycling City, Bristol, thanks to the unprecedented funding allocated by the government to get more people back on their bikes.

There was a palpable sense of excitement at the Houses of Parliament in November when representatives from all 17 Cycling Towns and the Cycling City gathered at a reception to celebrate the continued success of the programme.

Paul Clark, the Undersecretary of State for Transport, was impressed by the infectious enthusiasm and commitment of the attendees, and the scale of the Cycling Towns programme.

Events such as these remind us of the importance of collaborative working, a principle that has always formed the backbone of Cycling England's approach.

The momentum that continues to build behind cycling is created by a number of groups working in partnership; continuing to do so will prove crucial in achieving our goal of getting more people cycling, more safely, more often.

Peddalling employees arrive on time

Chiswick-based company, Journey Latin America (JLA), was one of the first organisations to sign up to Enterprise from TfL's A New Way To Work (ANTW) initiative. ANTW helps promote sustainable travel options for both commuters and business travel through a workplace travel plan.

Enterprise is available for companies with 20 to 250 employees, while larger firms can access the Corporate version.

Following the implementation of its travel plan, and the cycling mode package, JLA has seen a substantial increase in cyclists among its 75-person workforce – from around 15 casual riders to 20 dedicated cyclists in a year. One day the car park was completely empty.

A key tool in the programme was cycle training. One staff member said: "In two sessions

my confidence on the bike sky-rocketed. I now cycle to

work every day!"

JLA Director Chris Parrott has also seen the advantages: "One additional unexpected benefit of our travel plan is that cyclists get to work on time, since journey times are easily predictable."

Mark Frost, Transport Planner for Hounslow, has supported JLA's travel plan alongside WESTTRANS. He said:

"Enterprise is proving popular with many of our local organisations. It's been great to work with JLA to introduce cycling initiatives, and their enthusiasm for implementing Enterprise has made for a rewarding experience for all involved."

i For more information about Enterprise, visit www.anewwaytowork.org

Enterprise was launched in May 2007

150 voluntary Enterprise travel plans are in the process of being implemented

In two sessions my confidence on the bike sky-rocketed. I now cycle to work every day!

Enterprise is now working with 300 businesses across London





Providing sustainable travel for the 2012 Games

Footfall forecast for 2012



Plans to boost the number of people walking and cycling to the 2012 Games venues have moved a step further with the creation of Venue Transport Strategies.

The documents, which discuss all methods of transport, show expected demand and requirements for visitors to each venue, including athletes, workforce and spectators.

The plans outline how to boost the use of public and sustainable transport modes and cover walking and cycling and spectator demand for them. The Venue Transport Strategies also identify existing provision, and explore potential improvements to infrastructure.

This will help ensure that the needs of pedestrians and cyclists remain at the heart of the continued planning for the venues, which in turn will help to make the 2012 Games the most sustainable ever.

Work on the Venue Transport Strategies has highlighted the potential to encourage walking and cycling not only throughout the Games, but as a long-term travel alternative.

The Olympic Delivery Authority produces regular updates on the Transport Plan for the London 2012 Olympic Games and Paralympic Games in *Pace*. This can be accessed at www.london2012.com/news/publications/transport.php

... the needs of pedestrians and cyclists remain at the heart of the continued planning for the venues

My view: walking

News and views from **Jim Walker**, Chair of Walk London Borough Partnership



Looking forward

However fragile our planet, economy or personal health I don't think we will ever see the streets of London empty.

In fact, London has collectively one of the highest levels of walking in the country right now – but don't be fooled by the crowds. London also has several of the least active communities in England and this disparity must be tackled urgently.

We know that most people don't walk more because either their health doesn't let them or the quality of the environment where they want to walk doesn't appeal, not because they can't be bothered. But all too often the normality of not walking, once set in, can reduce our memory of the once familiar links between routinely visited places; without a simple way to decipher these routes, times and distances it can be easy to justify walking even less.

In 2009 let's work together to make sure every funded walking project does actually let more people walk throughout London.

It's a fact

There are 109 journeys between Central London Tube stations that are quicker on foot than by Tube.



The picturesque sights of Three Mills.

Sharing wealth the Newham way

Newham Borough Council has learned that sharing resources is a great way to make an impact in the community.

The regeneration team produced a series of maps and free podcasts depicting 'Newham Walks' – four two-hour journeys through the borough that showcase some of its most attractive features.

Residents can enjoy the Asian culture of Green Street, the historic Royal Docks, the Olympic sights of Stratford or the heritage and wildlife of Three Mills.

But the maps are also being promoted at healthy living events as a means of getting the borough moving, and join a series of guided walks and a Get Active short film developed by the Healthy Living and Sport department.

Newham Mayor Sir Robin Wales said:



Football is celebrated on Green Street.

"It's great for Newham to share resources in this way, and promote a cause such as walking across the borough. It gives the message more of an impact."

LCC awards – the winners' stories



In 2008 the best innovative cycling schemes across the Capital were celebrated at the London Cycling Awards.

This year, a special London Cycling Campaign (LCC) 30th birthday award was presented to London Assembly Member Jenny Jones for services to cycling.

A total of five awards were handed out; Smartmoves caught up with two of the winners to find out the secrets to their success. For a list of all the winners visit www.lcc.org.uk

Best Workplace Cycling Initiative

The Well @ Work project by Newham University Hospital NHS Trust aimed to support staff in adopting healthier lifestyles. The project encouraged more people to cycle to work and for leisure.

Project Co-ordinator Scott Lloyd said: "Before we started working on the project we asked staff if they would consider cycling to work and what would help them to do so.

"Whatever they asked for we delivered and as a result the number of people cycling to work increased from 4.2% in 2005 to 8.6% in 2007."

Best Cycling initiative for Young People or Children

STA Bikes and Hackney Council's Family Cycle Clubs started in spring 2008 with six-week cycle-training courses for school pupils and family members.

Fiona Fletcher Smith, Corporate Director of Neighbourhoods and Regeneration, said: "We had participants from Turkish, eastern European, African and Caribbean communities. In Hackney these communities have a low participation in cycling, so the project successfully raised awareness among a key population."

Signage makes city walking easier

Big step forward for London

Walking through the Capital will soon become easier with the expansion of Legible London.

The project, which aims to support pedestrians throughout the city, will see redundant and confusing street furniture replaced by attractive and easy to understand signs, maps and fingerposts.

A prototype programme in 2007 saw new signage erected in Bond Street, central London. This was extended with 27 new signs throughout Regent Street and Oxford Street before the onslaught of Christmas shoppers; a further 37 signs will be in place by summer.

The scheme is also being piloted in three areas across London to test and further refine the system. The South Bank and Bankside region is poised for improvement as its attractive location and proximity to Waterloo station makes it popular with pedestrians.

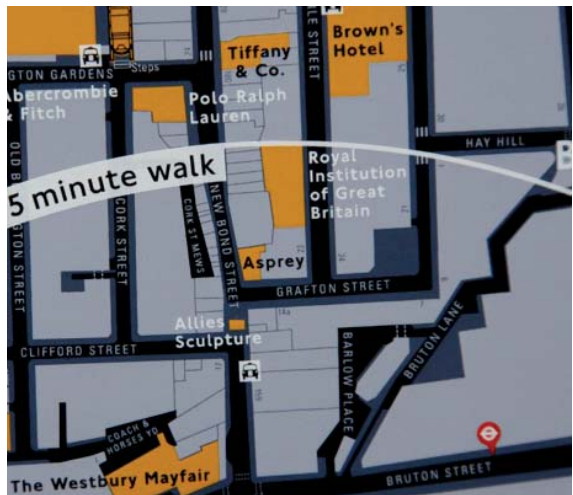
Improved signage in Covent Garden and Bloomsbury will promote the many local stations that are quicker to navigate on foot, while Richmond and Twickenham will serve as a study into the needs of pedestrians in outer London boroughs.

Ben Plowden, Director of Smarter Travel, TfL, said: "The Capital can sometimes be challenging to navigate. Legible London addresses that by creating a reliable way-finding system, making it easier to walk in and around the city."



Of the 2,600 members of the public who were interviewed, 85 per cent found the Bond Street prototype easy to use

Almost two-thirds of respondents said the new system would encourage them to walk more



On Legible London signage, 3D representations are used to pinpoint shops, parks, hotels, landmarks, toilets, Tube stations and other amenities and give users their bearings.



Following installation of the Bond Street signage, pedestrian journey time reduced by 16 per cent on average

Smartmoves is making the internet work for you

Get yourself connected

Social networking is no longer the domain of teens and techies. It is a craze that has swept the planet, putting the greater population at everybody's fingertips. But can this online interaction, now known as Web 2.0, help us professionally, as well as socially?

Although they require some staff time and administration, almost all social networking sites, blogs and forums are free to use

Natasha Ferguson is facing the facts

When sustainable transport charity Sustrans wanted to garner support for its application to the Big Lottery Fund in 2007, it turned to social networking site Facebook.

Sustrans Website Officer Natasha Ferguson said: "The funding was awarded by a public vote, so it was important to get the message out. We set up Facebook groups and as we progressed toward the final decision, they allowed us to inform people how to vote."

Facebook users can now also 'become a fan' of Sustrans. As the fastest growing demographic of Facebook users is the over 25s, Natasha believes the site allows Sustrans to target a new audience.

"Our supporters tend to be 44 to 65, whereas 54 per cent of our 2,866 Facebook fans are under 34," she said. "We are also keen to engage with women; Sustrans now has a high proportion of female fans – around 34 per cent compared with 24 per cent of our supporters."



Useful social networking sites: www.facebook.com, www.bebo.com, www.linkedin.com





Andrew Fielding is blogging on

Andrew Fielding, Walk to School Campaign Co-ordinator at Living Streets, has found blogs incredibly useful as a support tool for campaigns.

“We started experimenting with blogs two years ago when we launched International Walking Month, and the roving character Strider,” he said. “We set up a blog to document Strider’s travels around the country, which schools could access every day. This kept up the campaign’s momentum throughout the month. I believe blogging is most effective in short bursts such as this – a continuous blog that we set up was less successful.”

Andrew is also a fan of micro-blogging site Twitter, and feels it could be incredibly useful to campaigning professionals. The site encourages users to share short updates about themselves, which many use to promote new research, discuss their work, or simply keep in touch.

“There are a number of campaigners that I follow on Twitter to see how they work and to get ideas,” said Andrew. “It’s also a good place to catch up on events I can’t attend.

“But Twitter would be even more useful if plenty of walking people signed up. The more people who get involved and start producing content, the more everybody will get out of it.”

Useful sites

- www.twitter.com
- www.wordpress.com
- www.blogspot.com



Veronica Reynolds is all forum one

The Walk England forum allows supporters and professionals to discuss walking issues, news and events online. Veronica Reynolds, Operations Director, is

instrumental in its promotion, and believes it’s a useful tool for spreading the word.

“The forum is a great way to share news and experience, from both our organisation and the wider walking world. At the moment I am actively encouraging people to make posts, but we’re hoping this will become second nature as the forum moves into phase two. This will see discussions divided into interest groups, making it an even more useful resource for users with niche interests. I’d encourage anyone interested in walking to contribute.”

www.walkengland.org.uk



Crack the code

- **Blog** – Short for web-log; an online journal
- **Facebook group** – A webpage that Facebook users sign up to for updates, information and to show support
- **Fan page** – A Facebook page where users show their support for a cause
- **Forum** – A website that enables users to discuss shared interests
- **Micro-blogging** – Using a site such as Twitter to record short updates about yourself or your organisation
- **Post** – A message or entry left on a forum, group or web page
- **Social networking** – Interacting online with other internet users
- **Web 2.0** – A second generation of web users, who interact online.

Design puts the brakes on bike theft

The Putting the Brakes on Bicycle Theft exhibition, which runs until 30 January 2009 at New London Architecture, showcased a cycle parking design that makes life easier for cyclists and harder for criminals.

It also introduced partner Bikeoff.org's free online design resource, which aims to help architects 'get smart quick' about bike theft and innovate a secure cycling infrastructure for our cities.

Rose Ades, Head of Cycle Centre of Excellence, Transport for London, said: "There are more cyclists on our roads than ever before and cycle theft, which is the greatest deterrent to cycling after fears about road safety, finally appears to be going down."

When Bikeoff started in 2004 cycle theft went up, but so did the number of cyclists in London. Then, between 2005 and 2006, bike theft went down and cycling increased even more, suggesting Bikeoff is making a difference.

i For more information about the exhibition or Bikeoff, visit www.bikeoff.org



Keep on cycling



To read a summary of the report, visit <http://tinyurl.com/a5jtan>

Young people's attitudes to, and use of, different transport modes changes between the ages of 12 and 18, according to an in-depth TfL survey.

At 12 years old and in the early teens, children see travel as a form of play and recreation; walking and cycling are not only the primary form of travel, they are also the demographic's favourite.

As children become teenagers, travel takes on a number of new dimensions. It becomes a way of socialising – for instance, the groups of teens on the upper decks of buses – and a way of fitting in with the peer group. Sustainable travel still has a place, but it's less dominant.

In the late teens, attitudes to travel change once again. For many,

it becomes simply a way of getting from A to B, to work or college, or to social activities. Travel at this age also enables individuals to express their personality and can be a symbol of putting childhood behind them.

It is at this stage that motorised forms of transport become more popular and many teens aspire to owning a car.

TfL Marketing and Communications Research Manager, Ian Pring, said: "The challenge for TfL lies in retaining young people's interest in sustainable travel beyond the teenage years, and reigniting the interest in sustainable travel among adults who've moved away from it. It's an obstacle that TfL aims to engage with actively."

Cycle training report online

TfL and the London Cycle Training Partnership have published a mid-year report summarising cycle training delivery in each London borough during 2008/2009.

The report can be found at: <http://www.tfl.gov.uk/businessandpartners/publications/1421.aspx>



Period music filled the air and visitors in Georgian dress walked the streets to celebrate the completion of improvement works.

Pedestrian-friendly space for Camden residents

Square goes back to the future

Residents and pedestrians are benefiting from improvement works that have restored one of London's finest Georgian squares to its former glory.

The restoration of Fitzroy Square in Camden aimed to reduce traffic and create pedestrian-friendly space by removing more than 120 bollards, re-laying paving and widening the footways in the central garden.

Heritage lighting, new street furniture and discreet CCTV helped bring the area up to date.

Councillor Chris Knight, Camden Council's Executive Member for the Environment, said: "We wanted to ensure the area retained its rich

historic features while also creating a desirable place to live, work and visit in the 21st century."

The scheme had great support from the community after a public consultation in September 2007. Local residents and businesses were involved in both the design and development of the project and kept fully informed of progress throughout.

It was jointly funded by Camden Council, English Heritage and TfL, with support from the Georgian Group, a charity dedicated to preserving Georgian buildings and protecting others from unsympathetic alterations.

i For more information visit www.camden.gov.uk

Euston, we have an answer

Residents, community groups and local businesses in Camden were invited to take part in a major consultation to help shape the future of Euston station and the surrounding area.

The council sought email and postal responses to a document that outlined how Euston may successfully and sustainably be redeveloped.

The process attracted 102 written responses. Councillor Mike Greene, Camden Council's Executive Member for Environment, said: "The framework will be instrumental in determining how future schemes on these sites are looked at."

A report into the consultation is available to view at www.camden.gov.uk

Extra funds to aid Harrow connection

Harrow's plan to connect busy Eastcote Road and Element Close with a walking refuge and cycle track has moved a step closer thanks to extra funding from TfL.

250 local households are expected to benefit from the new connection

The plan will allow walkers and cyclists to travel easily between the roads and catch public transport on either side.

It had previously been halted by concerns from residents over the impact it would have on parking at each end of the junction. But extra funding means the team can now support compensatory parking spaces, allowing the plans to advance.

Paul Newman, Senior Engineer, Parking and Sustainable Transport Officer, said: "I am fairly confident with this scheme now – so far people seem to have accepted our plans. While nothing can be perfect we have come to a fair point of compromise."

He added: "It is a stretch of road with fairly fast moving traffic and potentially it is a barrier to people walking and cycling."

"We want to encourage people to walk, cycle and use public transport. This fits in with the strategies we are trying to achieve in the area."

i For more information contact Sajjad Farid on 020 8424 1484 or sajjad.farid@harrow.gov.uk



A new 'super crossing' on Plumstead Road has been introduced to link the Royal Arsenal with the town centre. This will help local businesses as accessibility to and from Woolwich New Road has been improved.

Woolwich town centre gets facelift

Last November, Woolwich town centre completed the first phase of its urban realm improvement scheme with a £2.6m investment from central Government. Smartmoves discovers what changes have been made.

If you had taken a stroll along Woolwich's covered market in 2006, you would have been forced down a narrow pavement flanked with a strip of dried out vegetation.

But now the whole area has a completely different feel. The pavements have been widened by removing ugly raised planters, providing a sense of open space. New benches give pedestrians a place to unwind, and the congestion that previously blocked the exit from Woolwich station is now traffic free.

Transport for London, Greenwich Council and the

Department for Communities and Local Government managed the scheme's first phase in partnership.

Woolwich resident Kyle Parker said: "It's definitely an improvement aesthetically; the street feels more open and safe at night. I think the redesign has also helped the businesses that open out onto the street; it seems to be bustling with pedestrians."

Phase two of the scheme is already underway and will run throughout spring 2009.



The local environment has been improved with more than 100 new trees and high quality, sensitively designed street furniture and lighting. Walking and waiting facilities have also been enhanced.



Woolwich New Road (between Plumstead Road and Wilmount Street) is now public transport and access only. The change means only buses, taxis and service vehicles will be permitted to use this section of Woolwich New Road.

Area Based Schemes address more than one mode of transport across a whole area, rather than addressing individual aspects in a piecemeal way.

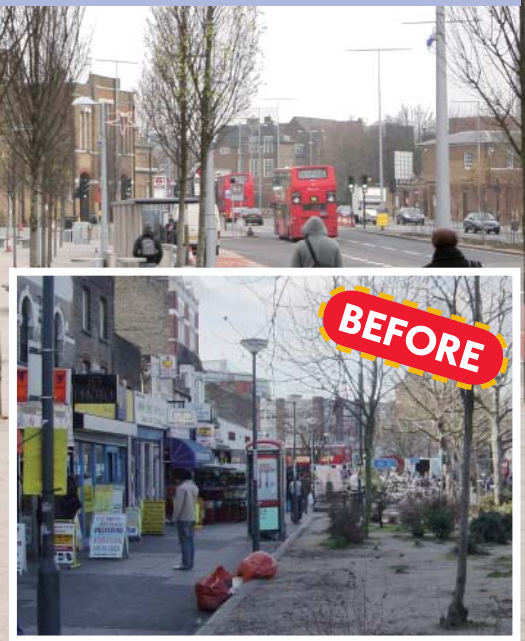


What next for Woolwich?

Greenwich Council Deputy Leader and Cabinet Member for Regeneration, Councillor Peter Brooks, said: "The Woolwich Town Centre Scheme has already delivered real improvements. We have made it much easier and safer to cross Plumstead Road as a pedestrian or cyclist, made

local bus routes quicker and more direct and visually transformed a section of the Woolwich New Road.

"With the extension of the DLR and further developments on the Royal Arsenal in the offing, these improvements play an important role in the overall regeneration of Woolwich."



smartsnippets

10m hits for ad

TfL's advert encouraging people to look out for cyclists has received more than 10m hits on video website YouTube.

The ad, with the strapline 'It's easy to miss something you're not looking for', features a basketball team passing two balls and asks viewers to count how many passes are made. Many viewers fail to also notice a moon-walking bear gliding across the screen.

A second advert, titled Whodunnit?, has since been uploaded.

i For more information visit www.dothetest.co.uk

Racing towards the CCFFL deadline

The first round of applications to the Community Cycling Fund for London (CCFFL) should be submitted before 6 February 2009.

Community groups, not-for-profit organisations and educational establishments can apply for up to £5,000 in funding to enable community projects to experience the benefits of cycling, provided they meet the eligibility criteria.

The CCFFL is funded by TfL and has been administered by the London Cycling Campaign since 2007.

The second round of applications opens 16 March and closes 27 March 2009.

i For more information about the process or criteria, contact a Community Cycling Officer on 020 7234 9310 and select option 4, or visit www.lcc.org.uk

Hackney and partners set the cycling pace in London

The secrets of cycling success



We spoke to Senior Sustainable Transport Planner Louisa Clarke (pictured right) from Hackney Borough Council about the success of cycling in the area.

What projects have been going on in the borough?

In August we hosted the Tour De Hackney – a mass bicycle ride that linked up all the green spaces and the Olympic sites in the area. We had about 4,000 participants.

We also held a Sunday Cycle Picnic in partnership with three entrepreneurs who are committed to encouraging women to cycle in London.

Despite some bad weather we had a great turnout, with nearly 500 people attending. We have also been working with businesses in the Shoreditch area to improve cycle parking, with the Charlotte Road project winning a London Cycling Campaign (LCC) award for best workplace cycling initiative.

What are the borough's main aims?

The main aim of all our events is to raise the profile of cycling, but with the picnic we wanted to encourage women to get involved by celebrating the elegance of cycling. We wanted to promote a different side of cycling, as a lifestyle choice rather than as a male-dominated sport.

What advice would you give to other London boroughs?

One key thing is to work closely

with local organisations. We work closely with the LCC, which has a very strong membership base in Hackney. You also have to be open to new ideas and try partnering with local groups so events are relevant to your local community.

Hackney won the Best Bike Borough award at the London Transport Awards 2006

The borough won the Best Cycling Facility award at the London Cycling Awards 2007



Havering gets the thumbs up

Havering's Walking to Health programme has received an accreditation from Natural England and the British Heart Foundation.

The borough's organised walks are now advertised on the Walking the Way into Health (WHI) website and can use the logo on their leaflets and advertising. Elvan Dixon, Walking Co-ordinator,

said: "With the accreditation we are now known nationally. We have met the standard required and it will help us to increase the number of people who join our walks."

i For more information about Havering's walks and how your scheme can be accredited, visit www.whi.org.uk, contact Elvan on 01708 433 818 or email elvan.dixon@haverling.gov.uk

Eat well, move more, live longer

Change4Life is a new initiative, supported by the Department of Health, which aims to beat childhood obesity through good diet and exercise.

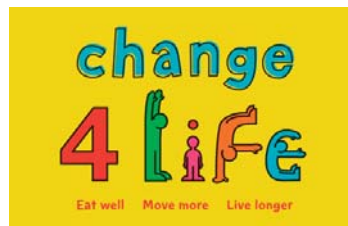
The scheme calls upon local councils, health trusts and the commercial and voluntary sectors to spread the word and embed the campaign into the local community.

Local providers are encouraged to use the Change4Life brand to promote their schemes. Variations on the main brand include Walk4Life and Bike4Life.

The London Physical Activity Health Group is developing a promoting activity toolkit to help plan and market activity services. It includes access to research into Sport England's 19 market segments, which show how active people are and barriers to activity in different areas.

Jo Foster, Physical Activity for Health Co-ordinator at NHS London, said: "Walking and cycling are important as they are easily accessible activity opportunities. Walking has particularly low barriers to access and is one of the most popular activities that people say they would like to do.

"The toolkit explains how to plan and market services step by step. We're launching fully in the new financial year but a lot of these tools are available now."



From left: Active Steps advisor Ashley Gordon chats to scheme user Ray Sturdy and Mayor of Sutton Brendan Hudson.



Sutton strides to health

Smarter Travel Sutton has teamed up with Sutton and Merton Primary Care Trust and TfL to launch Active Steps. The new initiative focuses on improving the health and wellbeing of residents by encouraging them to walk or cycle for short journeys that they might normally make by car.

During the free 12-week programme, participants meet with NHS Active Steps advisors who help create personal goals and provide walking and cycling routes and access to cycle training. Participants also receive motivational text messages and a postcard each week to help keep them focused.

GPs, pharmacists, smoking cessation advisors, dieticians or physical activity advisors can introduce patients to the scheme.

Abby Christie, Active Steps Service Officer, said: "Active Steps is expecting to be particularly busy in January, with people deciding to become more physically active by walking and cycling in their New Year's resolutions."

i For more information, contact Abby Christie on 020 8254 8208 or email abbychristie@smpct.nhs.uk



Guidelines for using the Change4Life brand for your campaign can be found at <http://tinyurl.com/3qjatu>. To access the promoting activity toolkit, visit www.promotingactivitytoolkit.com

17 London boroughs took part

Successful campaign extended to a week

Walking week bound to work

As part of the Walking Works campaign, Living Streets is hosting its first national Walk to Work Week from 27 April to 1 May.

Stacy Woodward, Walking Works London Co-ordinator, said: "The Walk to Work Day has been so well received that we're extending it for the first time in 2009 to a whole Walk to Work Week."

The campaign's aim is to encourage people to try out walking for all or part of their journey to work.

They hope 5,000 people will pledge to walk more via their website while



590 people pledged to walk to work on Walk to Work Day last year

they are aiming for 500 work places and 100 local authorities to participate.

There will be a variety of challenges for businesses to take part in throughout the week, including walking during lunch and taking meetings while walking.

i For information about the theme and materials, visit www.walkingworks.org.uk

The average distance walked was 3.92 miles

No kerb on design

TfL will reintroduce its Designing for Pedestrians course in February after updating the content and format.

The programme is aimed at those delivering walking schemes, traffic engineers and borough officers.

Three modules make up the course, which is delivered over one full day and two half day sessions: part one focuses on designing infrastructure for pedestrians. Part two looks at accessibility and part three addresses walking audits by looking at the pedestrian environment review system (PERS).

i To sign up, email lucy.farrar@tfl.gov.uk

>> DATES FOR YOUR DIARY >>

9 – 13 February – EU Sustainable Energy Week – Taking place in cities across Europe, including London. www.eusew.eu

6 March – Sustrans Year of the Woman launch – The start of a 12-month nationwide project to address low cycling levels among women. www.sustrans.org.uk

31 March – Walk England Professional Network event – Second London meet-up. www.walkengland.org.uk

21 April – Smartmoves: London's Walking and Cycling Conference 2009 – Featuring an exhibition of cycling and walking initiatives across London and breakout sessions to discuss key mayoral cycling and walking projects. To book your place, visit www.smartmovesconference.org.uk

27 April-1 May – Walk to Work Week – Annual Living Streets event. www.livingstreets.org.uk

13-15 May – Commerce Pan-European Workplace Mobility Plan Awards 2009 – Deadline for the awards is 20 February. www.ecomm2009.eu

18-22 May – Walk to School Week – Annual Living Streets event, this year exploring 'walking together'. www.livingstreets.org.uk

31 May – The Thames Bridge bike ride – Cycle for 33 miles. Visit www.stroke.org.uk or email nationalevents@stroke.org.uk

30-31 May – Walk London's Spring Into Summer Walks – A weekend of free led walks. www.walklondon.org.uk

Useful contacts

Here is a selection of useful contacts for cycling and walking projects and issues. If there's an organisation or individual you think should be listed here, please email smartmoves@abcomm.co.uk or call 020 7922 5673.

Bike Week

Information on how to get involved or organise an event during Bike Week or Bike to Work Week.

Tel: 0845 612 0661

www.bikeweek.org.uk

British Cycling

The internationally recognised governing body of cycling in Great Britain, it also runs the Go Ride programme aimed at young people.

www.britishcycling.org.uk

Tel: 0870 871 2000

CTC

CTC is the UK's national cycling organisation and the country's largest group of people on bikes. Its mission is 'to make cycling enjoyable, safe and welcoming for all'.

www.ctc.org.uk

Tel: 0870 873 0060

Cycling England

Cycling England has been charged by the government to deliver programmes that encourage more people to cycle more safely and more often. It is made up of experts in transport policy, engineering, public health, the cycle industry, local government, cycle sport, cycle training and education.

Email: info@cyclingleland.co.uk

www.cyclingleland.co.uk

Everyday Cycling

Everyday Cycling is a friendly online cycling community hosted by British Cycling, the internationally recognised governing body of cycling in Great Britain.

www.everydaycycling.com

LEPT

The London European Partnership for Transport (LEPT) co-ordinates, disseminates and promotes the sustainable transport agenda for London and London boroughs, in Europe. It aims to improve the level of communication, co-operation and investment that exists between London, London boroughs and the European Union.

Tel: 020 7934 9536

www.lept-eu.org

Living Streets

Living Streets is the champion of streets and public spaces for people on foot. It works on practical projects to create safe, vibrant and healthy streets for all.

Tel: 020 7820 1010

www.livingstreets.org.uk

London Travel Awareness Team

Previously known as Good Going, the team runs the travel awareness programme to encourage people to use healthy and environmentally friendly forms of transport in London.

www.tfl.gov.uk/sustainabletravel

London Cycling Campaign (LCC)

London Cycling Campaign is a registered charity that works with businesses and the community to improve the quality of life in London by increasing cycling. It aims to involve people from all London's communities in cycling, bring out the best possible services for people who want to cycle in London and be at the forefront of research and policy linking cycling to wider issues.

Tel: 020 7234 9310

www.lcc.org.uk

Useful contacts continued on next page ►

◀ useful contacts continued

Olympic Delivery Authority

The Olympic Delivery Authority is the public body responsible for ensuring delivery of the new venues and infrastructure for the Games and the legacy that will follow.

Tel: 0203 2012 000

www.london2012.com

Sustrans

Sustrans is a UK sustainable transport charity that works on practical, innovative ways of dealing with the transport challenges that affect us all.

Tel: 0845 113 0065

www.sustrans.org.uk

The Ramblers Association

The Ramblers Association is Britain's biggest charity working to promote walking and to improve conditions for all walkers.

Tel: 020 7339 8500

www.ramblers.org.uk

The Royal Parks

The Royal Parks' remit is to conserve 5,000 acres of historic parkland – the eight Royal Parks – for future generations. It also tends a number of other spaces in London, including Brompton Cemetery, the gardens of 10, 11 and 12 Downing Street and Grosvenor Square Gardens.

www.royalparks.org.uk

Tour of Britain 2008

Website charting the routes, dates and host locations of the Tour of Britain cycle race. Next race on 12-19 September 2009.

www.tourofbrtain.co.uk

Transport for London

TfL was created in 2000 as the integrated body responsible for the capital's transport system. Its primary role is to implement the Mayor of London's Transport Strategy. It also promotes a range of walking and cycling activities across the capital.

tfl.gov.uk

Walk21

The organisation that champions healthy, sustainable and efficient communities where people choose to walk.

Tel: 01684 773946

www.walk21.com

Walk England

Walk England promotes walking as a way to be healthy, travel and relax – by bringing together and inspiring people who want to walk more, with those health, transport and environmental professionals responsible for supporting their choices.

www.walkengland.org.uk

Walk London

Funded by TfL, Walk London works with the local authorities to develop an impressive network of quality walking routes around London.

Tel: 0870 240 6094

www.walklondon.org.uk

Walk to School

The Walk to School campaign is jointly promoted by The National Travelwise Association and Living Streets. It asks parents, pupils and teachers to think about their journey to and from school, and the many benefits of making it on foot. Each year it organises a nationally recognised event: National Walk to School Week

Tel: 020 7820 1010

www.walktoschool.org.uk

Walking Works

Working Works is a new campaign designed by Living Streets to inspire people to walk more as part of their daily commute. The website is full of ideas and advice for everyone including transport professionals and businesses.

Tel: 020 7820 1010

www.walkingworks.org.uk