



LIVING STREETS

London Group – Fairer Crossings Project

@LDN_LS

#walkingsummit

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THINK AGAIN

The children aren't crossing the road ...



... the road is crossing their community

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Woodworth

Why Wait?



The road to action

Validation through external Support

- UCL Engineering Exchange award

Lobby decision makers

- Make case to Mayor & Highway Authority
- Take advantage of new policy
- Mayor's Healthy Streets approach
- Input into TfL Walking Action Plan
- Wait time reduction programme

Partner with those applying the policy.

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Does wait time reduction matter to people?

Carried out user experience study

- Best scientific design and analysis
- Interviewed 3976 people at 12 crossings

Results strongly support wait time reduction

- User experience significantly improved by 30s less wait
- People notice an improvement, but not what has changed
- Other factors also influence user experience

What's next?

Achieved:

Wait times assessed at all 6500 crossings

Close co-operation with network managers

To come:

Campaign to fix 239 junctions with no crossing

TfL to trial pedestrian priority at 12 crossings

Thanks to: Robert Molteno, Alastair Hanton and all the London Living Streets volunteers who helped with the research and to Will Norman, Andy Rogers, Andy Wiseall and Andy Bottoms at TfL

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Can this be done anywhere?

YES!

Working with TfL we've shown that:

- Wait times can be greatly reduced
- At a large proportion of crossings
- Quickly and cheaply
- Pedestrians' experience is significantly improved

You could:

- Identify a sample of key crossings to trial
- Persuade your Highway Authority to give it a go

We can help!



FAIRER CROSSINGS

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