

London Borough of Camden



Camden's Transport Strategy

Camden's Local Implementation Plan

AUGUST 2011

Chapter 5 – Delivering Camden’s Transport Objectives

Introduction

- 5.1 Chapter 5 considers how Camden will achieve the objectives in the Camden Transport Strategy, and outlines all the measures that Camden will implement to deliver them. Inevitably, some measures will help to deliver several different objectives and these are cross referenced where appropriate.
- 5.2 Sustainable travel is at the heart of the Camden Transport Strategy. Measures to promote and encourage walking, cycling and public transport, and address the barriers to using these modes of transport, are key to delivering the objectives of this Strategy.
- 5.3 The measures included in this Chapter will also help to deliver the Mayor of London’s Transport Strategy, as well as plans and strategies specific to Camden (see Table 4.1).
- 5.4 The Mayor’s vision for London is that the city should take a leading role in the drive towards a sustainable future, and set an example for other cities. By helping to create a transport system which will improve air quality, reduce transport’s contributions to climate change, while also continuing to innovate and adopt best-practice, Camden intends to be at the forefront of this effort.
- 5.5 Population and economic growth will create enormous additional pressures on the transport network. Reducing the need to travel and encouraging sustainable travel choices to help prevent further congestion as well as overcrowding on public transport are vital for long-term economic success.
- 5.6 Neighbourhoods which are dominated by traffic are not very pleasant places to live, work or visit. Reducing the dominance of traffic improves safety, regeneration and helps to create liveable communities.
- 5.7 One of the key barriers to sustainable travel is road danger, and the perception of road safety and personal security. Contributing to a safer environment, particularly for pedestrians and cyclists, through speed management and public realm improvements underlie all the objectives outlined in the Camden Transport Strategy.
- 5.8 The Transport Strategy has been subject to a Strategic Environmental Assessment (SEA). The SEA has had no significant impact on the development and/or delivery of the LIP objectives.

Objective 1 - Reduce motor traffic and vehicle emissions to improve air quality, mitigate climate change and contribute to making Camden a 'low carbon and low waste borough'

Introduction

- 5.9 Motor traffic has significant environmental impacts, particularly on climate change and deteriorating air quality.
- 5.10 Through changing and extreme weather conditions such as flooding and drought, it is predicted that climate change has serious consequences for well-being. Addressing climate change is therefore a major global priority and Camden is committed to playing its part in reducing the borough's carbon emissions.
- 5.11 As a significant emitter of carbon, transport must undertake substantial reductions in CO₂. The Council's Sustainable Community Strategy identifies a key role for transport to help achieve this objective both by reducing car use and through technological innovation.
- 5.12 Emissions from transport also impact on human health, particularly those with lung and heart conditions and among vulnerable people such as children and older people. Air pollution contributes to over 4,000 premature deaths annually in London, significantly more than the number of people killed in traffic collisions, as well as work days lost through ill health, with the greatest impacts felt by the most deprived. Transport is a major source of two of the most harmful pollutants – particulates (PM10) and oxides of nitrogen (NOx).
- 5.13 The costs of climate change, poor air quality as well as those associated with the health effects of pollution are estimated to run into £billions annually. These impacts are generally more acutely felt in more deprived areas and among more vulnerable members of the population. There are, therefore, overwhelming economic and equality imperatives for addressing the environmental impacts of transport.
- 5.14 In order to achieve the goal of a low carbon and low waste borough, Camden has established two parallel transport policy objectives. The first is to reduce where appropriate the need to travel as well as unnecessary motor traffic flows, on Camden's roads; the second is to ensure that people can still get from "A" to "B" easily, especially by the most appropriate and sustainable modes.
- 5.15 Car clubs, car-free developments, low emissions vehicles and travel demand management all have an important role to play in reducing the impacts of transport on the environment and quality of life.

- 5.16 In developing policies it is recognised transport options are more limited in some parts of the borough and some people have particular needs that require them to travel by certain modes.
- 5.17 The task of reducing traffic flows and encouraging a switch towards more sustainable travel options will not be easy. However, Camden has shown that through the use of innovation and imagination, real, long lasting change can be achieved.

Reducing the Need to Travel

- 5.18 It is likely that both population and employment growth will be accompanied by increasing demands on Camden's transport system. Reducing the need to travel is very important to ensure reliable and efficient travel in the borough.
- 5.19 Planning policies in Camden encourage mixed-use developments that help to ensure that amenities and shops are located closer to residential areas. By shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, land-use planning can help to reduce the need to travel, travel by car or reduce the length of journeys.
- 5.20 Camden also implements several other key initiatives to reduce travel. This includes working with local businesses to promote tele-conferencing (allowing individuals and groups to meet and work together without having to be in the same location) and home-working. Other awareness campaigns such as Camden's travelfootprint.org website help educate people about environmental issues associated with their travel choices and encourage people to avoid making unnecessary trips.
- 5.21 Improved wayfinding and mapping through the Legible London and the recent Cycle Hire schemes in the southern part of the borough will increase awareness of local facilities and amenities and encourage people to walk and cycle for short trips, while reduce unnecessary travel outside of the local area.

Policy 1.1

- 5.22 *Camden will seek to reduce the frequency and length of people's journeys through encouraging mixed use development, continue to improve maps that raise awareness of local facilities and by raising awareness of the environmental issues associated with travel.*

Managing Motor Vehicle Travel in Camden

- 5.23 Camden Council's policies to support people to switch to more sustainable modes of travel through public realm improvements, review of parking restrictions, raising awareness and providing education and

training have been very successful. Between 2001 and 2009 car travel in Camden decreased by 27 per cent while travel by bicycle doubled. Bus volumes have also significantly increased.

- 5.24 Camden's long-standing commitment to support sustainable travel choices is based on several factors:
- **Inclusion:** the majority of people living in the borough do not have access to a car, and rely on walking, cycling and public transport. Support for these modes is therefore more inclusive.
 - **Availability:** walking, including wheelchair mobility, is universal, and for many is the only travel option.
 - **Health:** walking and cycling help to address national health concerns associated both with an ageing population and an increasing problem of obesity. Reducing transport emissions is also essential to reduce illness and mortality associated with pollution, and to improve the health and wellbeing of Camden's population.
 - **Climate change:** transport emissions in London make a significant contribution to CO₂ and climate change.
 - **Environment:** motor traffic also impacts on noise levels and local air quality which affect the quality of life and health, particularly for those people living on or close to main roads.
 - **Road danger:** reducing motor traffic reduces road danger and casualties.
 - **Regeneration:** heavily trafficked streets create an unpleasant street environment and sever communities, cutting them off from essential services and facilities. More pleasant street environments encourage street-based activity and interaction, improve community cohesion and contribute to economic regeneration making centres more attractive destinations.
 - **Efficient and smoothing traffic flow:** sustainable modes of transport make the most efficient use of scarce road space, while leaving maximum capacity for essential vehicle journeys such as emergency services, delivery of goods and services, buses and coaches and car journeys for people who cannot access "mainstream" public transport.

Policy 1.2

- 5.25 *The Council will continue to encourage travel by sustainable modes, reduce motor vehicle dependency and the dominance of motor traffic in the borough. The Council will aim to increase the permeability of streets and remove one-way gyratories.*

Road User Hierarchy

- 5.26 Road and kerb space in Camden, especially in the southern part of the borough, is extremely limited and demand far exceeds supply for streets for movement (of people and goods) as well as a place where people can gather and enjoy public space.

- 5.27 Camden is required under the Traffic Management Act 2004 to do “all that is reasonably practical to manage the network effectively to keep traffic (including pedestrians) moving”.
- 5.28 Reconciling the huge competing and often conflicting demand for very limited road space, while also ensuring the smooth flow of traffic, is a major challenge for the Council, especially in dense urban areas. To aid decision making on which transport modes should receive priority consideration, and within the context of its overarching objectives, Camden has adopted a road user hierarchy. **The hierarchy is for guidance only** and transport schemes should still be assessed on a case by case basis, taking into account a range of other issues such as adjacent land uses, the “nature” of the “place” at that location as well as its traffic/movement function.

Policy 1.3

- 5.29 *Camden has a road user hierarchy for the borough, which will be used as a tool in developing projects, as follows:*
- *Pedestrians*
 - *Cyclists*
 - *Public transport*
 - *Freight (including loading and unloading)*
 - *Taxis*
 - *Powered two-wheelers (motorcycles) and private cars*
 - *On-street parking*

Low Emission Vehicles

- 5.30 The Council is committed to improving air quality, in particular reducing emissions from road transport. Camden has been designated an Air Quality Management Area, and currently does not meet the long and short term air quality objectives for nitrogen dioxide. The Council is also committed to assisting the Mayor in achieving the goal of reducing London’s CO₂ emission by 60 per cent by 2025 compared to the 1990 base. The Council will continue to promote the use of low carbon vehicles for journeys that are not appropriate by more sustainable means such as walking and cycling.
- 5.31 One of the key initiatives to support lower emission vehicles in London is the Low Emission Zone (LEZ). The LEZ aims to reduce traffic pollution by deterring the most polluting vehicles from driving within the city. The scheme currently applies to buses and coaches with more than 8 seats and vehicles weighing more than 3.5 tonnes. The next phase of the LEZ scheme, which will apply to vans and mini-buses, has been delayed until January 2012 for economic reasons. The introduction of these measures will continue to have a positive impact on air quality across the capital.

- 5.32 Emissions do not respect borough boundaries. Achieving the most effective results will require widespread co-operation at local, regional, national and international levels. At a national level, Camden would welcome UK Government policy initiatives to achieve this through, for example, vehicle excise duty and incentives for take-up of low emission vehicles.
- 5.33 Some of the worst air quality areas in Camden are along Euston Road. This road is also identified in the Mayor's Air Quality Strategy as one of the seven "priority locations" in London in regards to air quality. The Mayor has indicated that there will be a focus on using the cleanest buses for these priority locations.
- 5.34 The area around King's Cross/ St Pancras stations is also an air quality hotspot. The poor air quality of this heavily trafficked area is exacerbated by the large numbers of queuing taxis with idling engines. The Council believes more should be done to reduce the disproportionate impact of taxis on air quality, and would welcome the introduction of more stringent emissions standards for these vehicles through the procurement process that encourage cleaner fuels and better technology.

Policy 1.4

- 5.35 *Camden will continue to promote low emission vehicles and support the staged introduction of the Low Emission Zone in London. The Council would also like to see further development of national policy to support local level efforts to improve air quality and tackle climate change.*

Electric Vehicles

- 5.36 Vehicles powered by electricity offer the potential to significantly reduce emissions of CO₂, harmful air pollutants and noise from road transport. Since 2005 Camden has been a leader, nationally and internationally, in providing for electric vehicles.
- 5.37 In 2005 Camden set up the widely respected Newride website to help people identify the appropriate electric vehicle for their needs, where they can be purchased and the location of electric vehicle charging points in London. This website has now been complemented by TfL's Source website for London, available at: <https://www.sourcelondon.net> which provides similar information and administers the pan London fobs to use charge posts.
- 5.38 Camden has also completed a life cycle assessment of electric vehicles, from manufacture to operation and disposal, and found that, compared to petrol powered vehicles they can reduce pollution by up to 55 per cent, or up to 70 per cent if they use renewably sourced electricity, in total for their entire life cycle.

- 5.39 Since 2005 Camden has installed 18 on-street and 12 off-street charging points as well as the first on-street electric car club bay in the UK and the first hybrid car club bay in Europe. More recently Camden has also introduced the UK's first off-street charging point for commercial vehicles at the Council's York Way depot.
- 5.40 The majority of charging points are located in the southern part of the borough, however charging points are now being introduced further north which will provide a more widely accessible and balanced network. The Council will also investigate the feasibility of locating electric charging points on its housing estates in partnership with colleagues in Housing and Adult Social Care (HASC).
- 5.41 Electric vehicle use and ownership is steadily growing and the Mayor's pan-London scheme was launched in May 2011 to improve the availability of charge points across the city.
- 5.42 Camden is leading by example and the Council's vehicle fleet currently includes 9 electric vans, 8 hybrid cars and 20 vans that are being upgraded with hybrid assist technology.
- 5.43 Whilst there are significant benefits, there are also various limitations of electric vehicles which include:
- They are less effective than walking and cycling at reducing air and noise pollution, and do not contribute to health benefits of active travel; and
 - They do not reduce traffic congestion and can also contribute to road danger, severance, and parking pressure.
- 5.44 Camden's Electric Vehicle Strategy, provides more detail about the boroughs proposals for electric vehicles.

Policy 1.5

- 5.45 *For essential car journeys, Camden will encourage more residents and businesses to change to electric vehicles, (with electricity generated by renewable sources), to help reduce air and noise pollution. Camden will continue to expand the network of charging points and work with the Mayor of London and other boroughs to deliver the Mayor's pan-London scheme which allows members to use any charge point in London.*

Reducing Emissions from Freight Delivery

- 5.46 Freight traffic contributes a relatively high proportion of air pollution from road transport sources – 40 per cent of PM₁₀ and 44 per cent of NO_x emissions. This has a significant impact on air quality in Camden. Freight vehicles additionally generate 20 per cent of CO₂ emissions in the borough which contributes to climate change.

- 5.47 Air quality issues related to the freight sector are complex: they are affected by a combination of factors including the efficiency of delivery practices, size, the type of fuel or technology used to power the vehicle, and whether traffic is moving freely or is congested.
- 5.48 The Freight Operators Recognition System (FORS), managed by TfL and working in partnership with freight companies, is a membership scheme that aims to improve freight delivery in London. The scheme, which is supported by Camden, helps companies to become safer, greener and more efficient, recognising and rewarding excellence through an accreditation scheme. FORS is a free voluntary service for companies operating vans or lorries in the Capital, and can help companies tender for business.
- 5.49 The Council currently works in partnership with retailers, freight operators, Central London boroughs and TfL as part of the Central London Freight Quality Partnership to consider ways to achieve more efficient and sustainable movement of freight. This includes more efficient freight delivery practices such as the use consolidation centres, the use of cycle freight, and the use of low emission vehicles and alternative fuels including bio-methane, electric and hybrid vehicles. Camden has established an electric vehicle charge point in Camden at the Council depot, that is available on a trial basis for private commercial vehicle operators.
- 5.50 Camden will also continue to encourage alternative forms of freight movement that have lower environmental impacts, such as deliveries by bicycle, the potential use of Regent's Canal for deliveries and exploring the use of freight consolidation for the borough.

Policy 1.6

- 5.51 *Camden will promote best practice for freight through the Freight Operators Recognition Scheme and continued participation in the Central London Freight Quality Partnership. Camden will also seek to improve the efficiency of freight delivery practices and support the use of vehicles or alternative forms of delivery that produce lower emissions.*

Improving Driving Behaviour

- 5.52 Driver behaviour influences fuel consumption, which in turn can increase CO₂ and air pollution emissions. Behaviour that can unnecessarily increase emissions includes leaving a vehicle engine idling, driving fast, driving in the wrong gear, failing to maintain correct tyre pressure and overloading a vehicle.
- 5.53 One area of particular concern in Camden is drivers unnecessarily leaving their engines idling when stationary, which can have a

significant impact on local air quality. Specific locations in the borough where this has been identified as a particular issue include around St Pancras and King's Cross rail stations, South End Green, South Grove/Pond Square, St Giles, Russell Square and Highgate Road near St Albans Road. Signage is erected at a number of bus stand locations but appears to have little effect and further education and possible greater enforcement is required. Camden conducts air quality campaigns that specifically target drivers regarding idling.

- 5.54 Camden trains Council staff on the impact of improved driving behaviour to reduce fuel consumption and emissions. This includes the introduction of eco-driving monitors which monitor driver behaviour (speed, acceleration, braking) as well as assist with navigation to help drivers use the most efficient route to reach their destination, though access to route planners. Camden would like to expand the application of this eco-driving monitor to other drivers such as bus, taxi and HGV drivers.

Policy 1.7

- 5.55 *Camden will encourage Council staff, residents and businesses to improve driver behaviour through awareness raising initiatives such as events and web based information, and working in partnership with businesses, including through the Camden Climate Change Alliance*
- 5.56 Reducing idling vehicles plays a role in improving local air quality and quality of life in Camden as well as contributing to the delivery of Camden's Air Quality Action Plan.
- 5.57 Camden will investigate the issue of idling engines for buses at bus stands. These emissions are generally very localised and do not contribute significantly to breaching Government air quality standards for PM10 and NO2. In addition to signage at key areas to advise drivers to switch off engines, Camden is taking forward the Code 63 enforcement of idling vehicles at key locations using camera footage of sound and movement. Contraventions will be enforced through Penalty Charge Notices.

Camden's Transport Fleet and Driver Behaviour

- 5.58 Camden has been a leader in the greening of local authority fleets for some years. It operates a fleet of approximately 250 vehicles and has introduced and trialled various technologies including liquefied petroleum gas, bio-methane gas, electric and hybrid. The Council's depot is equipped with liquid petroleum gas and compressed biomethane gas refuelling stations and also operates a recharging point for commercial electric vehicles. Camden was awarded the "Greenest Public Sector Fleet of the Year" in 2010 at the GreenFleet

awards which reflects the Council's commitment and innovative approach towards improving sustainability.

- 5.59 To ensure continued commitment to the environment, Camden has adopted a Green Vehicle Fleet Standard which outlines a set of criteria on Council procurement and operation of its vehicles to achieve maximum reduction in emissions. This also applies to all contractors, such as waste vehicles. The Standard becomes stricter over time to improve environmental performance.

Policy 1.8

- 5.60 *Guided by the 'Green Vehicle Fleet Standard' for procuring and operating fleet vehicles, Camden will continue to lead by example, and operate a low emission fleet and continue to work towards improving vehicle efficiency.*

Reducing Noise on Camden's Streets / the Public Highway

- 5.61 Road traffic in Camden is the main source of noise, especially in the vicinity of busy roads with high traffic volumes or areas where there is a lot of stop-start traffic. Surveys of noise trends in Camden reveal background noise levels are amongst the highest in the country. Noise can have a number of adverse effects such as sleep deprivation and reduced concentration.
- 5.62 National and EU noise regulations and standards³⁹ have led to improvements to the smoothness of road surfaces as well as limits on noise emissions from vehicles; this in turn has led to cleaner and quieter engines and quieter road surfaces.
- 5.63 At a more local level, Camden will work within the borough and with other authorities across London to reduce traffic noise through effective management of traffic and highways works, smoother road surfaces, careful consideration of traffic management measures (such as speed humps), encouraging more sustainable vehicles and modes that are quieter, and continuing work on freight management.
- 5.64 Freight deliveries and the presence of larger vehicles also have an impact on noise levels. London Councils operate a London night time lorry ban on behalf of London boroughs, which designates and enforces specific routes in the capital to be used by larger vehicles. Camden will continue to work with authorities and businesses on setting permitted routes for heavy vehicles to limit use as far as possible to main roads away from residential roads, as well as setting appropriate delivery conditions for developments through the planning system.

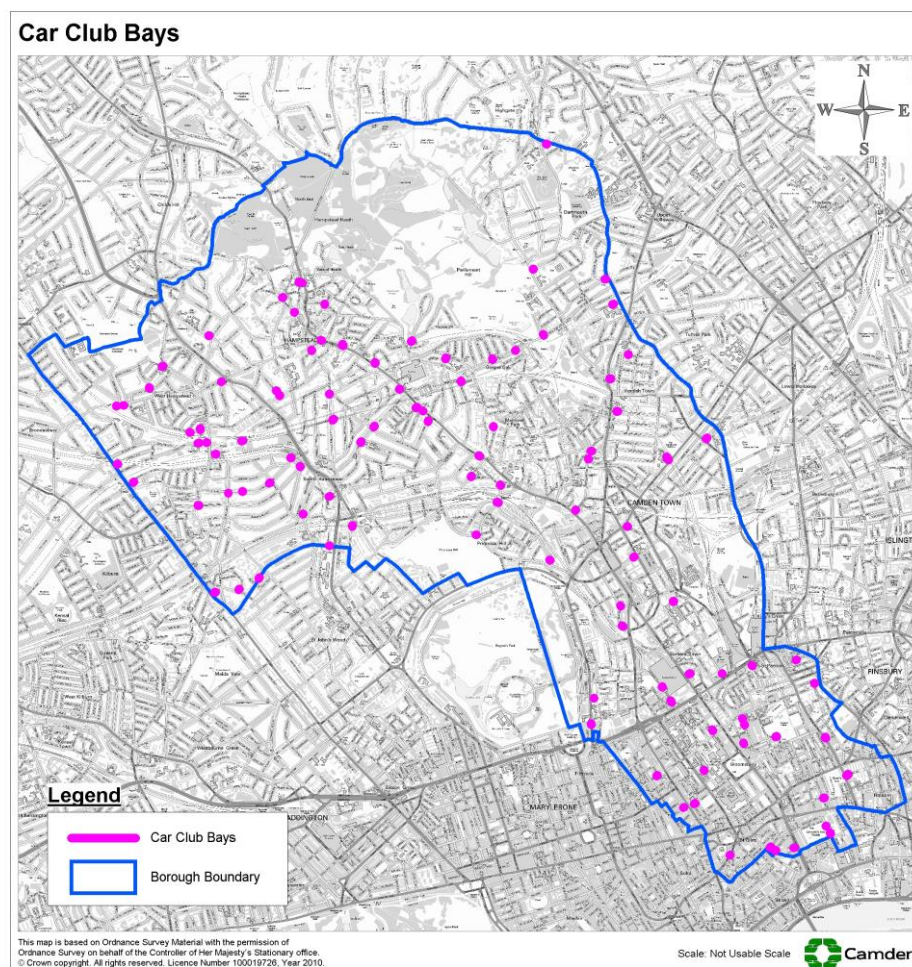
³⁹ Environmental Directive 2002/49/EC

Policy 1.9

- 5.65 *The Council will continue to consider appropriate measures that may help to reduce noise as well as continue to encourage travel by more sustainable modes which are generally much quieter than vehicular traffic.*

Car Clubs

- 5.66 Camden has played an important role in establishing car clubs across London, and transport strategies for the borough have included provision for car clubs since 1997. Car clubs help to reduce household emissions and encourage socially inclusive, healthier and less car dependent lifestyles. They also reduce parking stress.
- 5.67 Car clubs offer a 'pay-as-you-drive' alternative to owning a car. For car club members this usually provides a cheaper and more convenient way of using a car without the burden of maintaining a vehicle. Car club vehicles are parked in designated parking bays ready for hire and can be used for an hour, day or all weekend, as required.
- 5.68 The 2009/10 Carplus Annual Members Report, by the Transport Research Laboratory Ltd, which looked at the travel behaviour of 5,382 London car club members from across all 4 operators, showed that 25.5 per cent of members sold a car as a direct result of joining a car club. Each car club vehicle is calculated to remove at least 11 private vehicles from the road.
- 5.69 Car club members also make fewer car trips, averaging 4 – 5 trips under 25 miles per month, compared to 33 trips made by the average London license holder. Furthermore, use of public transport is higher with car club members compared to the London average.
- 5.70 Car club vehicles are newer and 'cleaner' cars than average UK vehicles and are 10 – 33 per cent more fuel efficient.
- 5.71 Currently Camden has 266 car club bays at 159 on-street locations, with a total of 8,937 members. Providing car club bays across the borough is important as people typically join car clubs when a bay is located within a 5 to 10 minute walk from their homes. **Figure 5.1** shows the location of car club bays across the borough.
- 5.72 Camden has integrated policies regarding car clubs, including close links with business travel plans and with the planning system in conjunction with car-free or car-capped housing developments.

Figure 5.1 - Car clubs bays in Camden

- 5.73 Camden has worked closely with car club operators to establish this network and now consider that further expansion of the network should be largely self-financed by car club operators. Camden will continue to consider introducing car club bays in deprived areas to increase social inclusion as well as to support innovative projects such as electric car clubs.
- 5.74 Camden, through working with operators, has been a leader in this field through initiatives such as:
- The first car club bays at two council estates in London;
 - Car club bays that provide a range of multi-vehicles to provide members with a choice in the size and types of vehicles available;
 - The launch of the first plug-in hybrid electric car club space in Europe (Bloomsbury Square Car Park) and the first fully electric car club space (Lincolns Inn Field) in the UK.

Policy 1.10

- 5.75 *Camden will continue to work with car club operators to support further expansion of the car club network across the borough and to consider further innovative and socially inclusive schemes*

Travel Awareness Events & Campaigns

- 5.76 Travel awareness programmes aim to change people's travel behaviour by focusing on attitudes, information and raising awareness of the benefits of sustainable travel choices. The message is designed to support the Mayor of London's goals and Camden's sustainability, health and community safety agendas.
- 5.77 Ensuring that travel awareness messages are consistent across the borough and partnership working are vital to the success of the programme. Officers work with local business improvement districts (BIDs) such as Camden Town Unlimited and Midtown, schools, individual businesses, health sector partners, Metropolitan Police, Camden Cycling Campaign and with the local community
- 5.78 Campaigns and events generally focus on the promotion of walking and cycling, but other key transport initiatives in Camden such as car clubs and lower emission or electric vehicles are also promoted. The travel awareness programme comprises a number of events including walk-to work week, Bike Week, European mobility week, car-free day, walk once a week (WOW) and Safer Travel at Night.
- 5.79 From 2011 travel awareness initiatives will be integrated with area-based schemes outlined in the Corridors, Neighbourhoods and Supporting Measures programme in order to provide a holistic approach to addressing transport concerns at the local level. They will also be linked with other street-based infrastructure projects such as Legible London and the Cycle Hire scheme.

Policy 1.11

- 5.80 *Camden will continue to work in partnership with stakeholders in order to develop and implement comprehensive campaigns that promote the benefits of active travel and more sustainable travel options.*

Street Trees and 'Urban Greening'

- 5.81 There is a generally accepted view that climate change will result in extreme weather conditions in the future, including hotter summers and more intense periods of rainfall. Street trees and more urban green spaces can help adaptation to weather changes by providing shade from the sun and also help to absorb rain water.

- 5.82 The Council's Tree Strategy (2007-11) and Biodiversity Action Plan (2009) outline the importance of trees and urban green spaces. They 'soften' the urban environment and can help to improve mental health and help create a sense of place.
- 5.83 Trees and green urban spaces also help to protect biodiversity which itself is threatened by climate change. Biodiversity contributes towards sustainable economic and social development. It affects our quality of life and enhances the environments we live in by supporting a number of natural ecosystem processes and services:
- air quality, and climate (both global and local CO₂ sequestration);
 - water purification;
 - disease control;
 - biological pest control;
 - pollination;
 - prevention of erosion
- 5.84 Camden's Climate Adaptation Plan reiterates the importance of this function for mitigating and adapting to climate change, by providing carbon 'sinks', 'fixing' the soil and improving water drainage.
- 5.85 The Council implements a tree planting programme that focuses on streets where there is fewer than the average number of street trees, as well as replacing damaged trees.
- 5.86 The Mayor of London has set a target to increase street trees by 10,000 across the Capital by 2012. Camden will seek to increase street trees as part of the transport schemes that are outlined in Chapter 6 of this Strategy.

Policy 1.12

- 5.87 *Camden will continue its street tree programme to increase the number of street trees to an optimum level as well as seek to increase the number of street trees as part of area-wide transport schemes.*

Objective 2 - Encourage healthy and sustainable travel choices by prioritising walking, cycling and public transport in Camden

Encouraging Walking and Cycling

- 5.88 Walking and cycling are the most sustainable modes of transport. They have very little environmental impact and provide important alternatives to car use. They also provide good alternatives to public transport for shorter distance journeys which can help relieve crowding.
- 5.89 The promotion of walking and cycling are essential elements of the Council's efforts to improve air quality, and transport's contribution to climate change. Camden's Corporate Plan (Improvement Plan) identifies several key priority improvements which will help to deliver the Council's overarching Sustainability Community Strategy.
- 5.90 Encouraging transport alternatives such as walking and cycling and promoting exercise, especially among young people, are two key priority areas for the Council. Inactivity is a major factor in ill health, particularly for heart disease and strokes, both of which kill more commonly than any other disease. In addition, the rising obesity problem requires a multi-pronged approach including encouraging active life styles as well as a healthy diet.
- 5.91 These modes generally provide significant wider social benefits in terms of promoting more active, healthy lifestyles and helping to create more vibrant streets and public spaces. Both modes are also the most socially equitable requiring little or no financial outlay to travel. As such the promotion of walking and cycling, and prioritising these modes and resources for them, are essential elements of Camden's approach to sustainably managing growth in the borough.
- 5.92 The Mayor's Transport Strategy has an explicit aim to encourage more people to cycle and sets out an aspiration to increase cycling by 400 per cent by 2026 compared to a 2000 baseline. Introduction of the new cycle hire scheme and the Cycle Superhighways programme will further raise the profile of cycling across the whole of London.

Policy 2.1

- 5.93 *The Council will continue to encourage, promote and prioritise walking and cycling as the preferred modes of travel in the borough*

Health Benefits of Walking and Cycling

- 5.94 Travelling on foot or by bicycle can have a number of very positive health benefits. Exercise associated with these modes has benefits for

the heart and lungs, can improve bone density, tackle obesity, boost muscle endurance and contribute to mental health improvements. The benefits also extend to helping to defend against the onset or intensity of degenerative health problems later in life.

- 5.95 As well as direct health benefits, a larger presence of people walking and cycling encourages active use of the public realm and contributes to social inclusion, improves personal security and the perception of safety on the street, and reduces local pollution which has a clear benefit for people's health.
- 5.96 The Council promotes these benefits through its travel awareness programme. Travel plans and campaigns such as Walk Once a Week in schools, are key tools in helping schools and businesses to develop a strategy to promote the benefits of walking and cycling.
- 5.97 Strong links have been developed with NHS Camden and the Camden Active Health Team, which has resulted in a stronger message for active travel across the Council and its key partners.

Policy 2.2

- 5.98 *Camden will implement initiatives that promote the health and environmental benefits of walking and cycling through campaigns and travel plan development with schools, businesses and other organisations. Camden will continue to develop and improve health partnerships with key health practitioners, such as NHS Camden and to promote the integration of walking and cycling into leisure and commuting trips.*

Pedestrian Crossing

- 5.99 Camden has invested considerable resources over recent years to provide more accessible and new crossing points at junctions to assist pedestrians to cross roads safely and conveniently.
- 5.100 100 per cent of signalised pedestrian crossings in the borough have good accessibility including dropped kerbs and tactile paving. There are however a small number of signalised junctions in the borough where there are no controlled pedestrian facilities or where the crossings would benefit from being upgraded. Similarly, there are priority controlled junctions that would benefit from improved pedestrian crossing facilities. Improvements to pedestrian facilities will continue to be a priority for Camden to make them safer and/or easier to navigate for pedestrians, particularly for mobility impaired users.
- 5.101 One recent innovative pedestrian crossing initiative is the introduction of pedestrian countdown signals at pilot sites across London, including at the High Holborn/ Kingsway junction outside Holborn tube station. This system involves a number display adjacent to the green man

display showing exactly how many seconds remain to safely cross the road before the 'red man' light comes on. The system is designed to make the junction feel safer for pedestrians by removing any uncertainty and indicating to pedestrians that the "black-out" period at traffic signals is also available crossing time.

Policy 2.3

- 5.102 *Camden Council will continue to improve pedestrian crossing facilities at junctions across the borough to make them safe and more accessible. Camden will also consider further the roll-out of the pedestrian Countdown system across the borough, in consultation with TfL, depending on the success of the 18-month trial period currently taking place at Holborn.*

Pedestrian Signage and Legible London

- 5.103 Improved pedestrian signage to help people find their way to desired destinations is an important factor in encouraging more people to walk for shorter journeys rather than using the underground, bus or travelling by car. The Legible London pedestrian wayfinding system helps people find their way around London through the use of consistent and simple signage and maps.
- 5.104 Camden has been actively involved in the development of the Legible London pedestrian signage system since its inception in 2005. Following implementation of the TfL pilot in Covent Garden and Bloomsbury, Legible London is now being introduced in several more key areas, including King's Cross, Euston, Tottenham Court Road, Holborn, Somers Town and Camden Town.
- 5.105 The signage will continue to be rolled out at key appropriate locations in Camden, many of them town centres in the north of the borough, as part of area-based Corridor and Neighbourhood schemes.

Policy 2.4

- 5.106 *Camden will encourage more people to walk by providing effective, consistent and easy to understand Legible London pedestrian signage at appropriate strategic locations in the borough.*

Strategic Walking Routes

- 5.107 There are seven designated London-wide Strategic Walking routes across London that highlight some of the key architectural, natural and historic features of the Capital. Two of these routes pass through Camden - the Jubilee Walkway and the Jubilee Greenway.

- 5.108 The Jubilee Walkway passes through much of Central London and within Camden, including King's Cross, Euston, Russell Square, British Museum, Chancery Lane and Holborn.
- 5.109 The Jubilee Greenway runs through Camden along the Regents Canal, from Regents Park to King's Cross and therefore is maintained and controlled in partnership with British Waterways. Camden is working with British Waterways to complete the directional markers that guide people along the route.

Policy 2.5

- 5.110 *Working with partners, Camden will maintain the strategic walking routes and will continue to promote these walking routes, as well as other walks within the borough, that highlight some of Camden's finest architectural and historical structures.*

Public Seating

- 5.111 Providing public seating is very important for encouraging people to walk within the borough, particularly the young, elderly, those with mobility difficulties or carrying shopping and luggage. Seating helps people with mobility difficulties to maintain their independence and also attracts more people to streets thereby creating safer, more sociable and pedestrian friendly spaces that help to support the economic vitality and viability of an area.
- 5.112 However seating is sometimes considered to contribute to unwanted loitering and anti-social behaviour. To address this Camden has developed an evidence-based protocol to assess requests for the introduction or removal of public seating. It involves liaison with key stakeholders including Ward Councillors, the Police and Community Safety Teams to assess whether locations are appropriate for seating. Ongoing monitoring is generally conducted after installation to ensure seats do not attract anti-social behaviour.
- 5.113 Camden has also developed a new range of public seating to provide more appropriate benches at particular locations. They have been designed to set new standards for minimising anti-social behaviour, whilst being simple to clean, and more inclusive.

Policy 2.6

- 5.114 *Camden will aim to increase street seating across the borough at appropriate locations in conjunction with public realm improvements schemes using the street seating protocol.*

Cycle Training for Adults and Children

- 5.115 Camden's comprehensive cycle training programme provides the skills and confidence for people to enable them to cycle safely as well as comply with the highway code. Over the last 3 years more than 3,000 people have attended cycle training or 'Dr Bike' (where cyclists learn basic cycle maintenance) sessions in the borough.
- 5.116 Cycle training in Camden is offered to children aged from 10 years and ranges through to adults at all levels of experience. Recent survey responses indicate that approximately 70 per cent of people who have completed cycle training, cycle more after they have had training.
- 5.117 Significant new initiatives that are part of the Mayor's 'Cycling Revolution' such as the Cycle Hire and Cycle Superhighway schemes are likely to result in more people cycling in central London. Cycle training will play an integral role in helping to ensure the safety of new cyclists.
- 5.118 The conflict between cyclists and heavy goods vehicles (HGVs) continues to be an issue for both users. There is also concern about cyclists and motor cyclist conflicts. The Council is working with all communities in partnership with Metropolitan Police to reduce collisions. The Council has produced awareness raising videos, conducted cycle training for lorry drivers and helped introduce other initiatives such as 'Exchanging Places' which invite cyclists to sit in a lorry driver seat.

Policy 2.7

- 5.119 *Camden is committed to providing cycle training across the borough and will continue to monitor and improve the cycle training programme. The Council will also organise other initiatives that improve cyclists' knowledge and road awareness.*

Central London Cycle Hire Scheme

- 5.120 Barclays Cycle Hire was launched on 30 July 2010. There are now over 400 docking stations in central London, with 43 stations in Camden. The scheme is the first new form of public transport in London for many years and is an important part of the Council's effort to increase cycle mode share. Cycle hire offers constant access to a bike for short trips across central London at any time of the day or night, at low cost. The scheme adds flexibility to the mode as people no longer need to own a bike, be able to store one or have their bike with them to choose to make a cycle trip.
- 5.121 The scheme is set to expand and intensify. Another 6-8 stations will be built in the southern part of Camden during 2011-12 in areas of peak demand or where there are gaps in the existing network. The Council

is highly supportive of a northward extension of the scheme and has completed outline feasibility work in partnership with TfL on a network of docking station in Camden Town. The area would benefit economically from improved accessibility by bicycle and it would increase the attractiveness of Camden Town as a destination for shopping and leisure trips. TfL will confirm in summer 2011 if they will invest in the extension to Camden Town.

- 5.122 Camden is seeking to secure space for docking stations on or near new developments as part of the planning process. The Council is working with TfL and Argent, the developer for the King's Cross Central development, to explore several potential docking station locations there.

Policy 2.8

- 5.123 *Camden will improve the functionality of the Cycle Hire Scheme by adjusting the density of the docking station network according to demand. The Council supports the extension of the Cycle Hire scheme further north to Camden Town and other areas across the borough.*

Secure Cycle Parking

- 5.124 Cycle theft is a major deterrent to people either taking up cycling or continuing to cycle if they have been a victim.
- 5.125 In order to address the issue of security, Camden installs cycle parking across the borough in a strategic way to provide a high frequency of stands, particularly at key destinations such as outside stations, shops, commercial buildings, leisure centres and public buildings. Specific requests for new cycle parking are also assessed.
- 5.126 Camden has three different types of cycle stands:
- Camden 'M' stands which replace the previous Sheffield stands and provide easier locking points;
 - Cycle Hoops which can be attached to existing street furniture such as lamp columns, which help reduce street clutter and provide secure locking points where space is limited; and
 - Plant locks which serve the dual purpose of providing secure cycle parking as well as planting areas. They are maintained by local community groups and are particularly appropriate for residential areas.
- 5.127 Camden aims to increase the number of cycle parking facilities across the borough to provide a comprehensive secure bicycle parking network, including on the carriageway. Cycle parking is also installed at schools as part of school travel plans. The Council will also investigate the provision of cycle parking on the Council's own housing estates in partnership with colleagues in Housing and Adult Social Care (HASC).

Policy 2.9

- 5.128 *Camden will continue to work with partners to provide secure parking for cyclists to encourage cycling and to help reduce cycle theft as well as educate people on how to lock their bicycles securely.*

Cycle Stations

- 5.129 Cycle stations provide larger-scale secure cycle parking at public transport hubs, workplaces and major leisure destinations that do not have their own cycle parking facilities.
- 5.130 Through contributions from planning agreements, Camden has agreed with developers that they will deliver two cycle stations – one as part of the King’s Cross redevelopment (near the Great Northern Hotel) and the other as part of the Regent’s Place (north-east quadrant) development that is located adjacent to Euston Circus. Both of these cycle stations are expected to open in 2013.

Policy 2.10

- 5.131 *Camden will encourage more people to cycle by encouraging development of further cycle station proposals across the borough with particular focus on transport interchanges and other areas of high demand.*

Cycle Superhighways

- 5.132 Barclays Cycle Superhighways are new cycle routes between central and outer London which aim to provide cyclists with safer, faster and more direct journeys. The segregated blue coloured lanes, logos and signage are designed to raise awareness of cyclists and provide priority at certain locations. TfL aims to implement 12 Superhighways in London by 2015.
- 5.133 A Cycle Superhighway (Route 11 from Marylebone to Hendon) is proposed to run along Finchley Road and Avenue Road in Camden, to be completed by summer 2013.
- 5.134 Camden would also like to see a Cycle Superhighway route to King’s Cross. Camden has expressed this desire to TfL who is considering the possibility of a ‘spur’ road from Highgate in Islington (Cycle Superhighway route 12).
- 5.135 In partnership with TfL, Camden is proposing to complement the Superhighway through a variety of measures. This includes cycle training, cycle parking and other facilities, local promotion through working with the local community, public realm and safety

improvements as well as providing good quality and clearly signposted links to the local cycle network, Greenways and established LCN+ routes.

Policy 2.11

5.136 *Camden supports the Cycle Superhighway proposals and, in conjunction with TfL, will provide complementary measures including cycle training, cycle parking and facilities as well as links to local cycle networks and established LCN+ routes. Camden proposes investment towards other transport projects that will complement the proposed Superhighway route.*

Cycle Routes

5.137 Camden is committed to making the roads safer for cyclists and one of the key ways the borough is achieving this is through the provision of an extensive and high quality cycle network with many defined routes throughout the borough.

5.138 Camden appoints a cycle champion from its ward members to drive forward the cycling agenda in the borough. This has proved a valuable contribution towards raising the profile in cycling and ensuring that our commitment to cycling is maintained.

5.139 The London Cycle Network Plus (LCN+) is a network of radial and orbital routes across London, linking town centres, key trip generators and which provide fast, continuous, safe and easy to use routes. Camden has led the LCN+ project for London since 2001 and, in consultation with stakeholders, particularly Camden Cycling Campaign, has significantly developed and improved the cycle network across the borough. This includes facilities such as cycle lanes, carriageway improvements and signal phases for cyclists.

5.140 Camden has also developed a “Greenways” cycle network along canal towpaths, park pathways and low traffic routes which connect people to facilities, parks and open spaces. These routes are generally suitable environments for learning and leisure activities and can help support people to gain the confidence to take up cycling.

5.141 Camden has also taken a lead role in introducing innovative solutions such as physically segregated cycle lanes, which has helped to encourage a significant growth in cycling in Camden. Such extensive engineering measures however are not always suitable and different options need to be carefully considered.

5.142 Developing borough cycle routes by linking to other cycle networks and routes such as the proposed Cycle Superhighways, offers further potential to increase cycle levels. Clear and consistent signage of

cycle routes is important to help legibility and to direct cyclists along safe and direct routes.

- 5.143 As well as commuting, cycling is a popular leisure activity offering health and wellbeing benefits. Parks offer numerous opportunities for leisure cycling although larger open spaces such as Regent's Park and Hampstead Heath are managed by The Royal Parks and the City of London. Concerns have been raised in recent years over conflicts between cyclists and pedestrians at these locations. It is important that Camden works with these partners to find suitable solutions that will benefit both cyclists and pedestrians.
- 5.144 Despite continuing development of the cycle network, one of the key issues with cycling remains the "permeability" of certain areas such as Camden Town and King's Cross to allow cyclists to navigate quickly, safely and easily through an area. To improve the accessibility of certain areas Camden aims to improve permeability and introduce measures that allow two-way cycling on some one-way streets where it is safe to do so.
- 5.145 The Council regularly engages with the Camden Cycling Campaign (CCC) – the local group of the London Cycling Campaign - on scheme development and design in order to improve provision for cyclists. Consultation with CCC in the development of the Camden Transport Strategy identified several issues across the borough such as permeability, safety and traffic free routes. A number of these issues have been captured in the proposed projects outlined in Chapter 6 of this strategy.

Policy 2.12

- 5.146 *Camden will work with TfL, Camden's Cycling Champion, Camden Cycling Campaign, Sustrans and other stakeholders to continue to promote, develop and maintain the cycle routes across the borough as well as improve their legibility.*

Encouraging People to Travel by Public Transport

- 5.147 Camden promotes public transport as the principal and desirable option for the majority of journeys where walking and cycling is not appropriate. This policy is strongly supported by a generally efficient, frequent and reliable public transport system in the borough.
- 5.148 However continued enhancement of public transport is vital in order to cope with the anticipated increased demands on the transport system, including for personal security. Camden will benefit from planned improvements to London Underground, London Overground and large-scale rail schemes such as Thameslink and Crossrail.

- 5.149 Maximising the benefits of rail and bus schemes will require close partnership working between the service providers – principally TfL, bus operators and Network Rail – and the Council both as planning authority and highway authority for most roads in the borough.

Policy 2.13

- 5.150 *Camden will continue to work with public transport providers to improve the public transport system and encourage modal shift from car travel.*

Improving London Underground

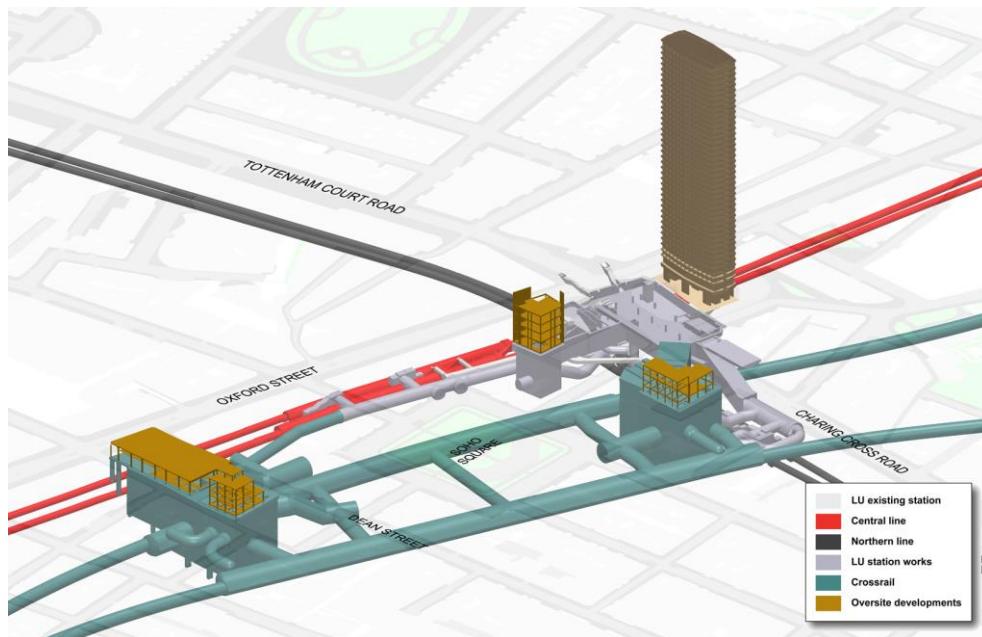
- 5.151 More than one billion journeys are made every year on the London Underground network. Many services are severely crowded during peak periods making for uncomfortable journeys. This is likely to deteriorate as population and employment growth continue to place greater pressure on the network. It is vital that improvements are made to the London Underground in order to accommodate this demand.
- 5.152 The planned tube upgrade will improve services on a number of the London Underground lines that pass through Camden, including the Jubilee, Victoria, Northern, Piccadilly, District, and Hammersmith and City lines. The improvements will deliver nearly 30 per cent more capacity across the network and see the refurbishment of stations and general upgrading of facilities across London.
- 5.153 Camden will continue to work with stakeholders to secure station capacity and accessibility enhancements at some of London's most congested stations and strategic tube interchanges such as Camden Town and Holborn.
- 5.154 Inevitably the works associated with these improvements will have an impact on the normal operation of these services and thus on residents, businesses, and visitors using the services. However reducing overcrowding and improving reliability are essential for the long-term success of Camden, as well as the wider London and UK economy. Camden will continue to work with the operators to ensure that the impacts caused by Underground improvement works are minimised.

Policy 2.14

- 5.155 *In order to ensure the London Underground services continues to meet the needs and requirements of residents, businesses and visitors to the borough, the Council will work closely with Transport for London and other key stakeholders on continued improvements to the network, including for personal security. The Council recognises that there are inevitable disruptions to services during improvement works and will continue to work with operators to minimise the impacts in Camden.*

Rail Improvement

- 5.156 London is more dependent on rail than any other city in the UK: 70 per cent of all rail travel in the UK is to, from or within the capital. Camden has three major national rail terminals – Euston, King’s Cross and St Pancras – as well as the international rail terminal at St Pancras.
- 5.157 A number of projects are currently under construction or are being planned which will increase capacity and reduce journey times within the borough. The Thameslink Programme will double capacity on one of Europe’s busiest stretches of railway and includes significant station improvements at St Pancras and West Hampstead stations.
- 5.158 The extensive refurbishment of St Pancras International station in conjunction with Eurostar services in 2007 has created a significant international gateway into the borough and forms one of the centrepieces of the new King’s Cross regeneration scheme.
- 5.159 Crossrail is a major proposed cross-London rail link passing east-west through the southern part of the borough. The first trains are expected to operate by the end of 2017 and the line is expected to introduce significant social and economic benefits from faster journey times, reduced road and public transport congestion, improved productivity and higher earnings. A study has demonstrated an annual benefit of £64 million per year for Camden from the scheme.
- 5.160 Crossrail will create two key new gateways into the borough - at Tottenham Court Road and Farringdon stations. There are significant developments proposed for both of these interchanges as well as improvements to the Underground station and public realm at Tottenham Court Road (including a new plaza) and rail interchange improvements at Farringdon (**see Figure 5.2**).

Figure 5.2 Proposed improvements at Tottenham Court Road station

- 5.161 The Chelsea-Hackney line (or Crossrail 2) will also provide significant new rail capacity in London with a proposed safeguarded route that will pass through King's Cross and Tottenham Court Road stations in Camden. The line will help to relieve mainline rail terminals and crowding on London Underground lines such as the Victoria and Piccadilly lines. No funding has yet been identified for this scheme
- 5.162 Euston Station has also been announced as the preferred location for the High Speed 2 terminal that would provide links to significant centres to the north of London. Camden will maintain ongoing dialogue with all stakeholders involved in High Speed 2 to capture benefits and minimise negative impacts for Camden's residents and businesses.
- 5.163 Whilst the increased capacity provided by these, and other rail network enhancements such as the Great Northern line into King's Cross, is vital to accommodate future growth and to support the economy, it will also be very important for Camden to work with Network Rail and other key stakeholders to ensure that additional capacity is provided at these stations. Camden will also seek to work with operators to improve the public realm outside stations to encourage onward journeys on foot or by bicycle.

Policy 2.15

- 5.164 *Camden supports significant investment on the rail network as part of a strategy to create a high, quality, accessible and integrated public transport system. Camden will continue to work with Network Rail,*

Crossrail and other stakeholders to ensure an integrated network, with a high quality public realm and good walking and cycling facilities surrounding stations to encourage onward journeys by these modes.

London Overground

- 5.165 London Overground is a suburban network of rail services in London managed by TfL and provides a valuable orbital rail service through the northern part of the borough.
- 5.166 The network is currently undergoing a significant upgrade which will provide passengers with longer trains and a more frequent service. These improvement works will see more than 200 signals, seven kilometres of track and 30 station platforms lengthened across London. Better CCTV, lighting and security, and new customer information systems will also be available.
- 5.167 By May 2011 there will be longer trains that arrive more frequently – every 7-8 minutes from Camden Road to Stratford, every 10 minutes between Willesden Junction and Gospel Oak, and every 15 minutes between Gospel Oak and Barking.
- 5.168 Within Camden a number of local station improvements have directly benefited those who use the Overground service. Recent upgrades have been completed at the stations at West Hampstead, Finchley Road & Frognal, Hampstead Heath, Gospel Oak and Kentish Town West. Camden will continue to liaise with TfL London/London Overground about future improvements to the network.
- 5.169 Investment in the North London Line, which totals approximately £300 million, will improve services and increase capacity between Camden and the Olympic Park at Stratford Regional Station (and other destinations), with up to twice as many trains per hour.

Policy 2.16

- 5.170 *The Council will continue to work closely with Transport for London and other key stakeholders on continued improvements to the London Overground network to ensure services continue to provide an improved high quality orbital rail service through the northern part of the borough. The Council recognise that there is inevitable disruptions to services during improvement works and will continue to liaise with operators to minimise the impacts in Camden.*

Bus Network Enhancement

- 5.171 London's bus network is one of the largest and most comprehensive urban transport systems in the world and plays a key role in providing access to jobs and services across Camden and the wider London

area. The London bus network will have a vital role to play in meeting the increased demand from the growing population.

- 5.172 Bus services are the only mode of public transport that operates 24 hours a day and bus journeys are particularly valuable for shorter journey. They are also important for those on lower incomes as many deprived people do not have access to a car, many live in areas away from rail/underground lines, and they can benefit from concessionary fares. It is by far the most physically accessible form of transport around inner and central London for older people and those with mobility difficulties.
- 5.173 To try and ensure that the limited people-carrying capacity of Camden's road network is being used effectively, the Council and TfL have invested in significant bus priority measures across the borough to increase reliability and journey times which have significantly improved over the last 5 to 10 years. Bus information such as 'spidermaps', improved timetables and iBus (which provides 'Next Stop' announcements and has improved real-time information at bus stops) have also delivered significant improvements to the bus network.
- 5.174 Camden would like to see TfL complete a comprehensive bus network review to address current issues such as crowding and traffic congestion along routes (in some cases caused by the volume of buses) rather than the traditional approach of looking at buses on a route-by-route basis. The review should also consider the changes to other transport infrastructure (such as new rail lines which affect trip patterns) and the location of significant population and employment growth which will significantly impact on passenger demand. There will also be ongoing alterations to the nature and distribution of services and facilities, such as healthcare and schools, which the bus network will need to reflect.

Policy 2.17

- 5.175 *Camden will continue to work with TfL and London Buses to ensure services are reliable, accessible and meet the needs of those who live and work in Camden.*

Countdown at Bus Stops

- 5.176 Countdown signs are the real-time electronic signs at bus stops that inform bus users when particular bus services are expected to arrive. The existing system, which has been installed in around 10 per cent of London's bus stops, is 20 years old and the technology has become obsolete.
- 5.177 TfL is introducing a new Countdown system strategically across London to improve the quality and level of availability of information at

bus stops. Camden will receive increased Countdown signs as part of the revised system with 104 new signs replacing 92 old ones. However these will not be on a like-by like basis, but will be located at places where they will have the greatest strategic benefits for bus passengers.

- 5.178 Real-time bus information will also be available on the internet and through text messaging services under the new system, providing users with easy to access and comprehensive information.

Policy 2.18

- 5.179 *The Council will work with TfL to improve the quality and level of availability of information for passengers about bus services through the new Countdown system.*

Enhancing Major Transport Interchanges

- 5.180 Camden's location in Central London means that the borough has a large number of railway stations that serve mainline rail services, London Underground and London Overground services. A number of these stations provide important interchange opportunities such as King's Cross/St Pancras, Euston, Camden Town and West Hampstead. Enhancing these interchanges and making it easy for people to change between rail services as well as to other transport modes will encourage more people to travel by these modes which in turn will help to reduce car trips and ease car parking pressures.
- 5.181 Camden is actively working with stakeholders and transport operators to improve interchanges between different transport services. Some examples include:
- **King's Cross/St Pancras to Euston** – large numbers of people interchange between the mainline rail terminals and underground lines at these stations, and passenger numbers will rise significantly during the London 2012 Olympics with the introduction of the Javelin service at St Pancras that will link to Olympic Park at Stratford. As the distances between the stations are quite small there is clearly potential to encourage walking between the stations. Camden is working with stakeholders to develop a higher quality and clearly signposted walking link between these stations via Brill Place and Phoenix Road that avoids the traffic dominated environment of Euston Road. Improvements will include improved lighting, footway surfaces and decluttering of the street environment to make it a suitable route for visitors with luggage, pushchairs or those travelling by wheelchair;
 - **West Hampstead** – identified in the London Plan and the Mayor's Transport Strategy as a key strategic interchange, West Hampstead provides an opportunity for passengers to swap between radial (Jubilee Underground and Thameslink lines) and orbital (London Overground) services. An improved interchange at West Hampstead therefore can help to reduce travel times and reduce

crowding at Central London rail termini. Off-street interchange is not currently feasible from a cost perspective and therefore Camden has worked with representatives of the local community, TfL and Network Rail to develop improvements to the on-street interchange along West End Lane. This aims to provide better footways, improved signalised crossings for pedestrians and vehicles (including buses), increased cycle parking and improved public realm.

Policy 2.19

- 5.182 *Camden will continue to work with key stakeholders and transport operators to develop and deliver enhancements to interchange between the different transport modes in the borough to encourage more people to travel by more sustainable modes.*

Coaches

- 5.183 Tourist coaches transport millions of local and overseas visitors to the capital's numerous accommodation, leisure and entertainment destinations. Coach transport plays an important role in supporting local tourism in Camden and servicing its leisure facilities such as museums and cinemas.
- 5.184 Coach travel can often provide a cheaper and more efficient mode of travel than car. It is also often cheaper than travel by car and train for longer distance travel and therefore may be more affordable and accessible for those on lower incomes.
- 5.185 Ensuring the provision of setting-down and picking-up points, as well as coach parking where drivers can take their legally required break from driving, provides a significant ongoing challenge in Central London where kerb space is limited and there is pressure to ensure the smooth flow of traffic. Camden officers regularly attend the London Coach Forum with coach operators, TfL and other London boroughs, where the difficulties associated with coach waiting and loading facilities are discussed.

Policy 2.20

- 5.186 *Camden will continue to work with coach operators, TfL and other stakeholders to consider possible improvements to facilities for coaches, taking in to account the balance that needs to be maintained between coaches and other road users.*

Promoting Sustainable Travel through Travel Planning

School Travel Planning

- 5.187 School travel planning aims to reduce car use on the journeys to school to address problems of air quality, road danger and traffic congestion before school starts and at school finishing time.
- 5.188 School travel plans (STPs) encourage teachers, parents and children to think about their travel choices from a young age and encourage sustainable behaviour into adulthood. The strategy for the development of school travel in the borough is defined in the Sustainable Modes of Travel Strategy (SMoTS).
- 5.189 Camden also works with other key partners such as the Metropolitan Police and health sector partners to improve safety and help to promote active travel for school students to tackle childhood obesity.
- 5.190 Currently, 90 per cent of all Camden schools have an STP. Camden continues to engage with the remaining schools to try and increase this number to 100 per cent.
- 5.191 Measures outlined in STPs include competitions such as the secondary schools cycle challenge, regular incentive schemes such as Walk Once a Week (WoW), infrastructure such as bicycle parking or safety measures in front of the school, and walking buses.
- 5.192 In partnership with a private bus operator, Camden has also helped to develop a pilot school bus service for the Hampstead, Fitzjohns Avenue and Belsize areas where there is a dense school population to try and reduce school run traffic and the associated problems of traffic congestion and road danger.

Policy 2.21

- 5.193 *Camden will continue to work with schools to develop, review and monitor STPs to promote sustainable travel to school and to increase the number of schools who actively maintain their STPs.*

Workplace Travel Plans

- 5.194 Workplace Travel Planning in Camden predominantly focuses on the promotion of walking and cycling initiatives among the business community to help relieve pressure on the public transport network and enable commuters to integrate healthy activity into their daily lives.
- 5.195 Working with the NHS, Business Improvement Districts, Climate Change partnerships and local business networks, the workplace travel plan programme helps to highlight increased awareness of travel

options and their health and environmental impacts, as well as providing skills (such as cycle training) and encouraging businesses to install facilities, such as shower facilities to support sustainable travel choices.

- 5.196 Linking closely with Camden's Climate Change Partnership, the Workplace Travel Planning programme has provided a seamless service to local organisations wishing to develop or augment environmental initiatives. In the last 18 months Camden has worked with more than 33 new and existing businesses collectively employing around 8,000 staff to develop workplace travel plans.

Policy 2.22

- 5.197 *Camden will encourage workplaces to develop and implement travel plans, to recognise the significant health, environmental and economic benefits of travelling by more sustainable modes of transport.*

Camden Council Travel Plan

- 5.198 Camden adopted its first Travel Plan in 1998 which has since been reviewed and updated. The plan has become part of the Council's strategy to reduce its impact on the environment, tackle congestion, improve local air quality and its progress towards becoming a low carbon borough.
- 5.199 The Travel Plan has had a significant impact in changing staff travel behaviour. Since 1998 car use for commuting has fallen by 75 per cent while cycling has increased by 50 per cent during the same period.
- 5.200 There have been a number of projects implemented as part of the travel plan, including physical measures such as cycle parking and showers, and a reduction in car parking provision for employees. The Council also offers a Cycle to Work scheme to make it cheaper to buy a bicycle, season ticket loans for public transport, and participates in national campaigns such as Walk to Work Week.

Policy 2.23

- 5.201 *Camden Council will continue to encourage staff to travel by sustainable means and support the six key objectives for implementation of the 2010 - 2014 Travel Plan:*
- *Reduce staff car commuting and reliance on private vehicle use*
 - *Increase the use of more sustainable modes including walking, cycling and public transport for work trips,*
 - *Promote healthy modes such as walking and cycling,*
 - *Increase the number of 'clean' vehicles used for Council service delivery,*

- *Contribute to the Council's strategies for tackling climate change and improving air quality.*
- *Contribute towards managing the impact of the 2012 London Olympics on staff commuting, staff business travel and the local transport network.*

Objective 3 – Improve road safety and personal security for people travelling in Camden

Introduction

- 5.202 Camden, like every highway authority, has a duty under the Road Traffic Act 1988 to prepare and carry out a programme of measures to promote road safety. The Council takes its responsibility to maintain a safe public highway very seriously and considers road safety in all traffic engineering schemes.
- 5.203 Improving road safety is also a major concern among Camden's population. It was ranked the top priority transport issue among residents who participated in the Camden Talks Spring survey in 2010.
- 5.204 Camden recognises the importance of ensuring the safety of all road users. A comprehensive analysis of road safety figures across the borough indicates that more vulnerable users such as pedestrians, cyclists and motorcyclists continue to make up the majority of all road casualties. Our transport policies therefore have a particular focus on improving road safety of vulnerable user groups. In line with The Mayor's Transport Strategy, Camden believes it is important to prioritise vulnerable users when developing road safety programmes to help reduce road casualty figures across the borough.
- 5.205 Camden has been very successful in reducing casualties and has seen the number of people Killed or Seriously Injured (KSIs) reduce by more than half for the 10 year period to 2008. There has however been a slight increase in casualties over the last couple of years, in particular among more vulnerable users.
- 5.206 Camden continues to take a comprehensive approach to road safety including engineering, education and awareness, and enforcement. Partnership with the Metropolitan Police, health agencies, and local community and interest groups can help the Council to deliver these programmes.
- 5.207 A significant proportion of the total number of KSI on Camden roads is concentrated on the Transport for London Road Network (TLRN) and Strategic Road Network (SRN), even though they represent only a small proportion of Camden's road network. Whilst there are more people travelling along these corridors, this does highlight the importance of addressing road safety along these corridors and the importance of the Council working closely with TfL to develop future road safety programmes.
- 5.208 There is also more to be done on residential roads and Camden will also continue to address road safety issues in these areas.

Table 5.1 - Total Killed and Seriously Injured Casualties in Camden by road type

Road category	Total KSI	Approximate road length (km)	KSI rate per km road length
TLRN	89	12	7.4
SRN	89	20	4.5
London distributor	17	5	3.4
Borough distributor	24	10	2.4
Main local distributor	24	15	1.6
Minor local distributor	29	14	2.1
Residential and other	327	205	1.6

Source: TfL Road Safety Unit

Pedestrians

5.209 Pedestrians pose the least threat to other road users yet are amongst the most vulnerable to injury, especially serious injury and fatalities. The Mayor of London and Camden have clear objectives that aim to increase the level of walking; it will be very important to continue to ensure safe pedestrian environments to support these.

5.210 Between the period of the baseline average 1994-98 and 2009 the number of pedestrian KSI in Camden has reduced by 38 per cent. Camden has introduced a number of policies and practices to reduce pedestrian casualties including:

- Improving the public realm and reducing the dominance of traffic;
- Improved pedestrian routes away from high vehicular flows such as the route proposed to link Euston and St Pancras stations away from Euston Road;
- Significant improvements to pedestrian crossing facilities;
- Appropriate use or removal of guard railing;
- Speed reduction measures – speed has a significant impact on injury severity: studies show that 90 per cent of pedestrians will be killed or seriously injured when hit by a car travelling at 30mph, whilst this falls to 40 per cent when vehicle speeds reduce to 20mph⁴⁰.

5.211 Camden has made significant reductions in child casualty figures over the past decade; however a rise in the number of serious casualties amongst children in 2009 and 2010 has highlighted this as a continuing high priority road safety issue.

⁴⁰ 'New Directions in Speed Management' (DETR, 2000)

- 5.212 The majority of recent child pedestrian casualty incidents occurred on the TLRN which highlights the need for partnership working between Camden and TfL to address this issue.
- 5.213 The primary reasons attributed to serious child casualties were that the 'child crossed the road masked by a stationary or parked vehicle' or 'failed to look properly' when crossing'. These incidents raise concerns both about crossing behaviour and vehicle speed. Camden will continue to address both issues through road safety education and awareness campaigns and measures to reduce traffic speeds.

Policy 3.1

- 5.214 *Camden will work closely with TfL, the Metropolitan Police and other stakeholders to improve safety for pedestrians by:*
- *Providing safe and direct routes for pedestrians across the borough;*
 - *Providing improved pedestrian crossing facilities and improve the public realm environment to provide a safer pedestrian environment;*
 - *Rationalising the use of guard railing and other street furniture where its exclusion may reduce traffic speeds and improve pedestrian safety;*
 - *Exploring the introduction of 20mph speed limits and other appropriate speed reduction methods at priority locations;*
 - *Working with schools, community and other stakeholder groups to identify road dangers for pedestrians and other vulnerable user groups; and*
 - *Working with schools to deliver road safety education and awareness campaigns to improve child pedestrian safety.*

Cycle Safety

- 5.215 Since 2001 surveys indicate that the number of cyclists in the borough has doubled while KSI casualties for this mode have very slightly dropped over the same period. This therefore represents a significant decrease in the rate of injuries per cycling trip.
- 5.216 Camden has developed an extensive network of cycle facilities over recent years to improve road safety for cyclists. In particular, Greenway routes (which are generally off-road routes) can provide suitable environments for learning and leisure activity to help increase cyclist confidence.
- 5.217 Despite making up only a small proportion of Camden's highway network, more than 60 per cent of the cycling accidents occurred on the busiest roads in the borough, comprising the Strategic Route Network and the London Road Network. Whilst it is important to keep traffic moving, Camden will continue to work closely with TfL to address road safety issues on the busiest roads in the borough.

- 5.218 Speed reduction is an effective method for reducing casualties; it also improves both real and perceived safety for people cycling on those roads. Camden will continue its programme of rolling out 20mph zones across the borough as well as other highway engineering measures to manage traffic speeds that will help improve safety for cyclists and other modes of travel.
- 5.219 One in three pedal cycle fatalities in London occurs as a result of left-turning HGVs⁴¹. Advanced stop lines (ASLs) at signalised junctions provide cyclists with a safer road position, and allow cyclists to pull away in view of other motorists so they are less likely to be involved in collisions. It is important that such facilities are provided on major signalised junctions, especially on routes used by HGVs and other large vehicles, and that motor vehicles do not encroach into these areas when queuing at junctions.
- 5.220 It is important to ensure also that residential areas provide cycle safe friendly environments that are attractive alternative cycle routes to busy commuter roads.
- 5.221 Roads in one way streets are often wider than a single vehicle lane and can often accommodate contra flow cycling without danger. Opening such roads to cycle contra flows could encourage cycling on quieter roads where actual and perceived danger may be lower.
- 5.222 The level of cyclist KSI in the borough remained the same between 2007 and 2009. However, cyclist road safety will become an increasingly important challenge for Camden, as numbers continue to grow. Further reductions of KSIs among cyclists will help promote cycling as a safe form of transport across the borough and support sustainable transport objectives.
- 5.223 The Council is committed to delivering a free cycle training programme to everyone who works, lives or goes to school in the borough, along with awareness raising initiatives such as cycle training for lorry drivers, to improve cycle safety and skills.

Policy 3.2

- 5.224 *Camden will work closely with TfL, Councillors, Camden's Cycling Champion, Camden Cycling Campaign, the Metropolitan Police and other stakeholders to improve safety for cyclists across the borough by:*
- *Providing direct and safe routes for cyclists across the borough, improving existing and developing new cycle facilities where possible;*

⁴¹ Mayor's Transport Strategy (TfL, 2010)

- *Improving signposting and measures along cycle routes, especially on quieter residential streets, to make them safer for cyclists;*
- *Camden will explore introduction of two-way cycling on one-way streets where appropriate to allow cyclist to travel to their destination using quieter streets more suited to cycling;*
- *Improve safety for cyclists in the vicinity of HGVs and other large vehicles;*
- *Continue to install ASLs at signalised junctions, particularly where cyclist collisions have been recorded;*
- *Camden will explore the possibility of introducing 20mph speed limits and speed reduction measures on appropriate roads across the borough;*
- *Camden will continue to analyse TfL collision data, prioritising neighbourhoods and corridors with high cyclist casualty figures.*
- *Camden will use education and promotional campaigns to encourage good road user conduct and improve cyclist safety.*
- *Camden will provide adult and child cycle training and run awareness campaigns to improve cyclist safety.*

Powered Two Wheelers

- 5.225 Motorcycle use has increased across London in recent years which may partly be attributable to the exemption of congestion zone charging for motorcyclists.
- 5.226 Despite making up only a small proportion (around 5 per cent) of the traffic in Camden, motorcycle casualties comprise almost 20 per cent of all KSI on Camden's roads.
- 5.227 The highest contributory factors for motorcyclist collisions over the last three years were either a 'poor turn manoeuvre' or 'driver failed to look properly'. Some of the key ways to improve safety for powered two-wheelers includes:
- Motorcycle awareness campaigns to encourage other drivers to be more aware of motorcyclists and educate motorcyclists on good highway conduct;
 - Enforcement of vehicle speeds and design of junctions to slow vehicle speeds;
 - Improved training for motorcyclists;
 - Improve carriageway surfaces through the maintenance programme;
 - Keeping the highway environment free from unnecessary clutter which may obstruct sight lines around junctions;

Policy 3.3

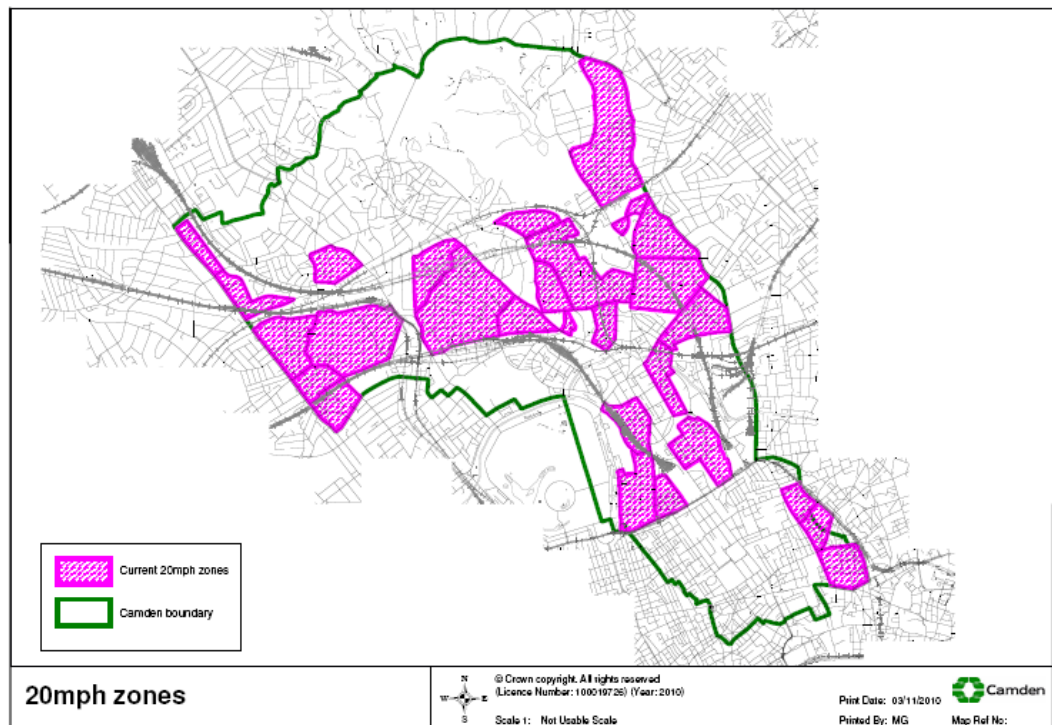
5.228 *Camden will work with stakeholders to deliver measures that improve road safety for powered two-wheelers across the borough including speed reduction measures, road safety awareness and education campaigns for motorcyclists and other drivers, and other engineering measures.*

20mph Zones

5.229 Speed restrictions are extremely effective at reducing both the number and severity of casualties. 20mph zones within Camden have achieved average casualty savings of 53 per cent where new zones have been introduced. This includes 34 per cent savings in KSI.

5.230 20mph zones tend to be bounded by major roads which are often not included within the zone, although many of these major roads have high numbers of residential properties. In some locations it may be appropriate to include major roads within 20mph zones. The location of existing 20mph zones are shown in **Figure 5.3**.

Figure 5.3 - Existing 20mph zones in Camden



5.231 Traditionally, Camden has implemented vertical traffic calming measures such as speed tables, humps or cushions to support 20mph speed limits. These measures can be expensive and in some cases create noise pollution. Moreover, they have always been introduced into areas based on a history and trend of the number and severity of casualties.

- 5.232 Responses from residents who participated in the Camden Talks Spring survey in 2010, indicated that 82 per cent agreed that, given the casualty saving benefits, Camden should consider the wider use of 20mph zones on roads with a history of collisions and casualties. This dropped to 44 per cent agreement for the use of 20mph zones on roads without a casualty history. However, with 33 per cent and 17 per cent neither agreeing nor disagreeing, this still represented a good level of support for introducing 20mph zones in areas without a history of casualties
- 5.233 Careful consideration should be given to the appropriateness of locations for such measures and, where possible, consideration should be given to alternatives. While there is often widespread support for speed reduction, particularly to help reduce casualties and road danger in residential areas, there are often strong views both in favour and against physical calming measures such as road humps. Camden has therefore investigated alternative options to reduce speed.
- 5.234 In 2006, Camden piloted an experimental 'minimal' 20mph zone in the Belsize area, the aim of which was to minimise the use of physical measures. Traditional 20mph zones have calming on every street. The pilot zone introduced calming on through roads only and reduced signage, to assess whether this would achieve similar results to the traditional 20mph zones. Results demonstrate that speed reductions were achieved on both calmed and uncalmed roads in the zone, although they were inevitably greater on calmed roads.
- 5.235 Camden Town's 'Naked Street' adopted a different approach. Through decluttering (removal of unnecessary guardrailing, bollards and street signs), footway widening and removal of yellow lines and formal pedestrian crossing points, the project aimed to encourage more personal responsibility and awareness among all road users. The scheme, which was implemented on Camden High Street between Camden Town underground station and the markets, also improved the streetscape, including increased tree cover, which improved the attractiveness of the area. Camden's 'Naked Street' achieved speed reductions to below 20mph in some places, while surveys indicate the number of pedestrians on the street has increased by up to 2,000 people an hour.

Policy 3.4

- 5.236 *Camden will continue to explore the introduction of 20mph zones across the borough particularly focussed on areas that have higher numbers of collisions and casualties. Where appropriate and possible, the speed reduction measures will aim to introduce alternatives to the widespread use of traffic calming measures.*

Education and Training Initiatives to Improve Road Safety for Younger People

- 5.237 The World Health Organisation (WHO) estimates that road accidents are the leading cause of death among children and young people aged 10 - 19 years in the UK. Camden has an annual programme of events, campaigns, performances and workshops that seek to educate school age children about different aspects of road safety.
- 5.238 Child injuries (0-16 years of age) on Camden's roads have dramatically fallen over the 10 year period 1999 to 2009, although there has been a slight increase in the last couple of years. This is in part the result of the Council's planned and progressive road safety education and training programme. Road safety education, training and publicity campaigns also support a variety of national policies for young people, including Every Child Matters (Being Healthy, Staying Healthy, Enjoying and Achieving) and Camden's Children and Young People's Plan (safe from road accidents).
- 5.239 Child KSIs have risen in recent years, however, this must be considered in the context of very low numbers. For example, there was only one child KSI in 2007. Since then numbers have increased to four in 2008 and nine in 2009. In the case of the latter, two of these were on the TLRN.
- 5.240 The Council together with partner organisations hosts a number of annual events and initiatives aimed at promoting road safety awareness both within schools and across the borough.
- 5.241 The Camden Public Safety team also organises annual tours of road safety performances and workshops, which address a variety of risk taking behaviours and encourage young people to make safer choices as pedestrians, car passengers and future drivers. In 2009-10, a total of 4,655 children and young people participated in road safety performances and workshops in Camden schools.

Policy 3.5

- 5.242 *Camden will continue to promote road safety in schools through a programme of annual events and initiatives, provision of resources for teachers to incorporate road safety education within the school curriculum, and through partnership initiatives.*

Child Injury Inequality

- 5.243 The link between social deprivation and childhood road injury is well proven. However, more recent research also shows that young people of African and Caribbean origin are more at risk of road injury than other ethnic groups, especially because they tend to live and go to schools in areas of highly trafficked streets and where, therefore, there are more likely to be accidents⁴².
- 5.244 In 2007 Camden was one of several boroughs funded by TfL to deliver local projects to address child injury inequality. In 2008 a survey by Camden of 'at risk' young people and parents revealed that poorer areas had fewer road safety features in the environment and they recommended improved road safety education in schools using 'dramas, games, visitors and DVDs'.
- 5.245 In response, Camden developed a new road safety drama called 'Crossing Over'. Urban in style and language it tackled many of the risk taking behaviours highlighted in the 2008 survey. As a result, a monitoring survey indicated that over 74 per cent of respondents stated that they might or definitely will act safer on the roads as a consequence of seeing the drama.
- 5.246 Camden is also developing an on-line resource for young people aged 15 and above which addresses personal safety, risk and consequences, responsibility for young drivers and young passengers.

Policy 3.6

- 5.247 *Camden will continue to ensure that education training and publicity programmes meet the needs of the most vulnerable young road users, through targeted education, training and publicity projects, engaging with education, health and community groups, and ensuring mainstream interventions are inclusive and accessible to all young people in Camden.*

Adult Education and Community Engagement

- 5.248 Education and community engagement are key to ensuring that improvements to the transport system are socially inclusive and environmentally responsible. Camden aims to improve community engagement to inform people about transport issues that affect them and to better understand the views of a diverse range of local people on transport issues. Primary targets are older people and people with disability or mobility impairments. This has clear links with Camden's

⁴² The Mayor's Equality Framework for London: 'Equal Life Chances for all'

manifesto to protect older, vulnerable residents and support independent living.

- 5.249 One engagement project is with the Kilburn Older Voices Exchange (KOVE) which has given older and vulnerable people a voice in their campaigns. The campaigns have addressed better transport facilities for older and vulnerable pedestrians such as the provision of community seating.

Policy 3.7

- 5.250 *Camden will continue to share information and engage and support disadvantaged and vulnerable communities in getting their voices heard about transport issues that affect them.*

Pedestrian and Cycling Safety Skills for Young People

- 5.251 Pedestrian skills training supports wider sustainable transport and health policies by promoting walking as a healthy travel mode. The training also seeks to reduce child pedestrian injuries by giving children the skills and knowledge to make independent journeys more safely which is one of the key objectives of Camden's Children & Young People's Plan.
- 5.252 Primary schools are the target audience, particularly those in areas of deprivation, because of the proven relationship between social deprivation and increased child casualty risk. Training is highly interactive, enabling children to acquire road safety language, skills and attitudes which are fitting for their age. Research by the DfT has found that practical roadside training is more effective than classroom presentations and results in behavioural changes in children that have seldom, if ever, been reported from traditional road safety education⁴³.
- 5.253 Safer travel to school is also facilitated by the School Crossing Patrol Officers across the borough providing a safer crossing point for children from approximately 18 schools. These patrols act as reassurance to many parents giving them the confidence to allow their children to walk to school independently.
- 5.254 The cycle training programme, which is discussed earlier in this chapter, also significantly increases children's ability to safely travel to school independently by bicycle.

⁴³ DfT research report 1996

Policy 3.8

5.255 *Camden will continue to work with younger children to develop their skills, confidence and road safety awareness for travelling either on foot or by bicycles. School crossing patrols will continue to be supported by the borough in appropriate locations to encourage safe walking as an appropriate transport mode to school.*

Anti-Drink and Drug Driving Interventions

- 5.256 In 2009, drink drive deaths across the UK were at their lowest level since 1945, but data shows that drug driving is a growing problem amongst young people, who are often unaware that the same penalties as drink driving apply. It is estimated that young people are twice as likely to be driven by someone who is impaired by drugs than by alcohol.
- 5.257 Attitudes to driving behaviour are formed during childhood, well before driving age, and are influenced by the values and actions of family, friends and other role models. Camden Public Safety has adopted a variety of interventions over the past 5 years, such as road safety drama workshops and short documentary films for 14-18 year olds, designed to raise awareness of the risk to young drivers and passengers, of drink driving and drug driving.
- 5.258 Camden has also expressed its support for police powers to extend to high visibility random breath testing, in order to raise awareness and redress the current experience of most drivers for whom the likelihood of being stopped is minimal.

Policy 3.9

5.259 *Camden will continue to deliver anti-drug and anti-drink drive drama/workshops and other education programmes work with the police to raise awareness of the risks, penalties and consequences of this behaviour.*

Reducing Crime on the Transport Network

5.260 Anti-social behaviour and crime are significant deterrents for some people when considering how to travel; in many cases some people will not venture out at all for fear of personal attack. Women, older people, Lesbian, Gay, Bisexual and Transgender groups (LGBT) and those with a disability, especially a mental health disability, are particularly vulnerable. Hotspots for crime include those associated with the night-time economy such as Camden Town and the West End, as well as at transport hubs. Hampstead Heath has also been highlighted by LGBT groups as an area of concern for that community.

- 5.261 Reducing crime, the fear of crime and anti-social behaviour, helps people to feel safe when walking and cycling and using public transport. Through the Council's Community Safety Partnership, Camden has been successful in reducing crime in the borough. Over the three year period 2005-2008, Camden saw a reduction of 30 per cent in crime identified as a priority for the borough, and an overall reduction in the crime rate of more than 10,000 offences a year.
- 5.262 In addition there were 12 crimes per million passenger journeys on London's buses and 13 per million passenger journeys on the underground and DLR in 2008/09. This represents a fall in crime on the bus, Underground and DLR network.
- 5.263 Nevertheless, the perception of crime among many remains high and the Council needs to address these concerns.
- 5.264 One of the themes of Camden's Community Strategy is 'a safe Camden that is a vibrant part of our world city'. It is a key challenge for Camden and its partners to make it a safer place for local residents and those who travel from, to and around the borough. This relates to the transport infrastructure, interchange and pedestrian experience. Camden has developed a partnership approach to tackle anti-social behaviour and crime that links the offer of services with enforcement options.

Policy 3.10

- 5.265 *Camden will work with partners to tackle crime and anti social behaviour, and personal security, particularly on public transport. The Council seeks to ensure a clear and consistent approach to tackling anti social behaviour and crime on the transport network and within the public realm by focusing on the drivers of crime and supportive interventions to reduce crime.*

Reducing Anti-Social behaviour on the bus network

- 5.266 Camden has a strong night-time economy and many people who visit the borough in the evening rely on the Night Bus service for transport. The bus network can provide an opportunity for crime and anti-social behaviour which can impact on users' ability to travel at certain times, particularly at night. Although Camden experienced a 27 per cent reduction of theft and robbery on buses between 2007-8 and 2008-9, Camden's Community Safety Partnership Scanning Report on bus related incidents in Camden (2010), shows that there are still issues related to night buses.
- 5.267 Camden Town presents particular challenges for transport related safety. Most people who visit Camden Town are from across London and it remains a key challenge to transport visitors from Camden Town to their destinations safely without a detrimental impact on our local

communities. Camden has developed a partnership approach to tackle anti-social behaviour and crime that links the offer of services with enforcement options.

Policy 3.11

5.268 *The Council will continue to work with partners to reduce bus network related crime, particularly on routes where there are higher incidents of crime and anti social behaviour, as well as issues relating to the design and location of bus stops in areas of high usage.*

Design Against Crime

5.269 Camden comprises many areas which, due to popular attractions, their central location and public transport accessibility, attract high numbers of visitors. This means they also tend to be more sensitive to problems of crime and public safety. Camden Town, Covent Garden and areas around the British Museum and British Library are considered sensitive areas.

5.270 However, good public realm design can help to reduce crime and threats to public safety. Community Safety Officers as well as the Police review all major transport projects to assess them for their potential impact on crime. From 2010 onwards local authorities will also have a legal duty to assess the potential impacts of Council projects on crime through a Crime Impact Assessment.

5.271 Technological advancements have played a significant role in reducing crime and improving public confidence. CCTV cameras on buses and at rail stations have helped to tackle crime and anti social behaviour on public transport and around transport interchanges. Improving lighting, permeability and sightlines, and encouraging walking within the urban realm can significantly increase natural surveillance which, in turn, can reduce crime and fear of crime.

5.272 In response to public concerns about anti-social behaviour around public seating, the Council has developed the “Camden bench”, an innovative public seat design that minimises opportunities for crime. It is the first bench in the UK to be tested and approved by the Home Office for stopping ram-raiding vehicles.

Policy 3.12

5.273 *Camden will continue to work with partners and relevant agencies to investigate ways to improve the design of the public realm to reduce crime.*

Partnership Working with the Metropolitan Police

- 5.274 The Council works closely with the Metropolitan Police to address personal security, crime and anti-social behaviour in the borough.
- 5.275 Camden participates in events throughout the year in partnership with Crime Prevention Officers and Safer Neighbourhood Teams (SNTs) to provide advice on reducing bike theft and encourage bike registration through the police endorsed immobilise.com web site. Camden has the second highest level of cycle theft of all London boroughs, although this should be considered within the context of significantly higher cycle use. The wards that consistently have the highest level of cycle theft within the borough include Bloomsbury, and Holborn and Covent Garden. The Council will work with the police to enforce ASLs for cyclists.
- 5.276 Following a number of recent cyclist fatalities on London's roads resulting from collisions with heavy goods vehicles, officers have also worked with the Metropolitan Police initiative 'Exchanging Places' to raise awareness of potential conflicts between HGVs and cyclists.
- 5.277 Partnership work with the Metropolitan Police as part of the Camden Community Safety Partnership, as well as London buses, continues to address problems of anti-social behaviour on buses particularly night services in and around Camden Town.
- 5.278 The Safer Travel at Night (STAN) guide is another joint initiative between the Council and Metropolitan Police which aims to reduce concerns over travelling at night by public transport. It is particularly aimed at women to deter them from using unlicensed taxis.

Policy 3.13

- 5.279 *Camden will continue to promote initiatives such as reducing bicycle theft, targeting anti-social behaviour, improving cycle safety and safer travel at night in partnership with the Metropolitan Police and other agencies.*

Objective 4 – Effectively manage the road network to manage congestion, improve reliability and ensure the efficient movement of goods and people

Introduction

- 5.280 The Mayor of London has made smoothing traffic flow a priority. This means creating “less stop-start traffic, more predictable journey times and fewer obstacles for pedestrians”. This benefits the economy in several respects, including improving reliability for people getting to their workplaces, and the efficient and timely delivery of goods and services for businesses.
- 5.281 Reducing congestion was the second top priority concern among residents who responded to the Camden Talks Spring survey in 2010.

Managing Congestion in Camden

- 5.282 Congestion in Central London results in large part from increasing demand for limited and decreasing road space. As well as its network management duty (which is described further in the following section) which has a particular focus on day-to-day management and short-term improvements, Camden takes account of medium and longer term issues.
- 5.283 Responding to growth in traffic through increased road capacity (such as widening roads or building bigger junctions) is not a feasible or appropriate option for Camden. Instead, the main focus of congestion management in Camden is to reduce and limit the demand for motor vehicle travel. Measures such as:
- Enhancing facilities to encourage walking and cycling, which means fewer vehicles are required on the road;
 - Regular liaison with TfL to improve public transport services in the borough;
 - Encouraging less traffic and parking demand through measures such as car clubs;
 - Reducing inappropriate parking through appropriate parking restrictions and enforcement. Camden Council is currently undertaking a review of parking policy and existing parking arrangements; and
 - Implementation of other central London initiatives such as Legible London and the Cycle Hire scheme.

Policy 4.1

5.284 *Camden will continue to manage congestion on the road network through encouraging mode shift away from motor vehicles to modes that have less impact on “road space” whilst recognising the needs for reliable and efficient freight and bus services and the role of the strategic road network.*

Minimising the Impact of Works on the Highway Network

- 5.285 There are thousands of “openings” of the road and footway surface every year in the borough, particularly along major roads. This not only causes travel delays and congestion but can undermine the structural safety of the roads.
- 5.286 The network management duty introduced by the Traffic Management Act 2004 requires local authorities to improve co-ordination and establish new ways of working with statutory utility companies (those with a right to carry out works on the road – gas, water, power and telecoms) in order to address the issues of congestion.
- 5.287 Camden was one of the first authorities in England to produce a *Network Management Plan* in response to the Act and has produced a recent update called Network Management Duty Report (camden.gov.uk/nmp). In fulfilling its network management duty, the Council will ensure that it does all that is reasonably practicable to keep traffic moving to support the aspirations of the Mayor of London. Informing people of works is also very important and all works that affect the footway and carriageway are recorded on the Council’s online Street Works register (maps.camden.gov.uk/StreetWorks).
- 5.288 Camden was a founding member of a new roadworks scheme called the London Permits Scheme which was introduced in early 2010. The scheme “aims to ensure that roadworks are undertaken in the least disruptive manner, are completed as quickly as possible and are coordinated so all works required at a single location take place at the same time, wherever practical”.
- 5.289 Camden was also one of two authorities in the UK to trial a lane rental scheme between 2002 and 2004. This successfully reduced journey times, improved standard of reinstatements, improved work site safety standards and increased co-ordination. The Mayor of London supports the introduction of a lane rental scheme which would apply charges to those carrying out roadworks on the busiest parts of the network during peak traffic periods.

Policy 4.2

5.290 *The Council will continue to work with TfL, neighbouring boroughs and utility companies to ensure that disruption from works on the road network are minimised (consistent with our network management duty) and information on those works will be provided to residents, businesses and groups.*

Review of Traffic Signals

- 5.291 In order to avoid unnecessary traffic signals being installed, TfL (who install and manage all traffic signals across London) is encouraging boroughs to only propose new traffic signals where there is no realistic alternative. Boroughs are also being encouraged to consider removing any existing traffic signals that are no longer considered necessary or are no longer serving the purpose for which they were originally introduced⁴⁴.
- 5.292 Changing the operation of a junction or pedestrian crossing facility needs to balance the needs of all users (road safety, congestion, etc) as well as economic and environmental factors.
- 5.293 Camden was one of the first London authorities to remove traffic lights from a junction and replace them with a shared space in Great Queen Street. This has created a much more attractive public realm in a busy central London location. Camden will consider the possible removal of further signals where they are no longer considered necessary at appropriate locations as part of area wide transport schemes.

Policy 4.3

5.294 *Camden will not install traffic signals as part of new schemes unless there is no other realistic alternative for traffic control and, where appropriate, will consider the potential removal of signals as part of future area-wide schemes.*

Construction Management Plans

- 5.295 The impact of construction and demolition on local amenity and the highway network is a material planning consideration and therefore falls within planning rules. Where construction impacts are particularly significant, Camden will ensure they are managed through a Construction Management Plan (CMP).
- 5.296 Camden has been at the forefront of developing the use of CMPs and there is an expectation amongst developers and local people that we will utilise them when it is considered appropriate. In an area like the

⁴⁴ *Guidance on developing Local Implementation Plans (TfL, 2010)*

borough of Camden, all construction and demolition work will cause at least some noise and disturbance.

- 5.297 A CMP sets out the reasonable measures a developer should take (both on site and often off site) to minimise and manage impacts on highway safety and congestion, stability of adjacent properties, and environmental impacts such as dust prevention. It is a “proactive” rather than a “reactive” way of dealing with construction issues, and the process encourages developers to work with the Council and local people in managing the construction impacts from the early planning stage.

Policy 4.4

- 5.298 *Camden will ensure that Construction Management Plans are completed for appropriate larger construction and demolition projects to manage and, where possible, mitigate negative impacts associated with those construction activities. Traffic serving construction sites will be coordinated with other street improvements and maintenance works to minimise impacts.*

Managing Freight Deliveries

- 5.299 Road freight and the delivery of goods are vital to businesses and offices in Camden. However, the range and volume of deliveries, the historic layout of buildings that were not necessarily designed to accommodate larger vehicles, the width of streets and limited available kerbspace combine to create significant challenges for freight delivery.
- 5.300 Camden Council carefully considers waiting and loading restrictions to ensure a fair allocation of road space for freight as well as other road users while ensuring the smooth flow of traffic.
- 5.301 Compliance with waiting and loading restrictions is a concern for the Council. For many companies, the cost of incurring penalty charge notices (PCNs) is sometimes factored into their operating costs, which deters them from complying with waiting and loading restrictions. In this situation Camden generally liaises direct with the business and/or delivery company to resolve the problem through, for example, revised delivery practices, changing local loading restrictions, changed delivery times and encouraging consolidation practices.
- 5.302 The Council has conducted a programme of waiting and loading reviews across Camden’s town centres and commercial areas. The objective of these reviews has been to simplify waiting and loading controls and increase short stay parking provision and loading facilities where possible. This includes reviews and leaflets for use by businesses, their customers and suppliers, for Kilburn, Chalk Farm, Hampstead, Bloomsbury and Camden Town. Further waiting and loading reviews may be included as part of wider area wide schemes.

Policy 4.5

5.303 *Camden will continue to consider waiting and loading restrictions, by liaising with businesses and other relevant stakeholders, as part of wider schemes where appropriate to ensure fair allocation of road space.*

Freight Initiatives and Partnership Working

5.304 Improvements to London's freight transport infrastructure are crucial to ensure that the capital attracts new investment and retains its current status as a prime location for international and national business. Vital to every business and organisation is the ability to move goods and services efficiently.

5.305 Although Camden's policies and plans enable the reduction of non-essential car trips, especially commuting, ensuring that deliveries can take place reliably and efficiently is essential for continued economic success.

5.306 The London Lorry Control Scheme (LLCS) is an environmental measure that restricts the movements of heavy goods vehicles during the night time and at weekends to specific roads in Camden to help minimise noise pollution in residential areas during these hours. More information about the scheme, which is enforced by London Councils, can be found at <http://www.londoncouncils.gov.uk/services/londonlorrycontrol/>

5.307 Camden has been an active member of the Central London Freight Quality Partnership (CLFQP) which was set up between London boroughs, TfL, freight operators, businesses and other stakeholders to work together on freight transport issues within central London. The partnership has helped Camden and other local authorities gain a greater understanding of freight issues from the hauliers' and business owners' perspectives, and helps to promote best practice.

5.308 Similar efficiencies can be achieved by targeting deliveries to office buildings which account for a significant proportion of freight traffic in London. An innovative micro-consolidation centre using cycle freight is operating in the City of London. An assessment of the operation by the Clear Zone partnership showed delivery by the cargo cycles compared to conventional vehicles achieved a 52 per cent reduction in CO2 per parcel delivered. An extension of this service or a scheme investigating walking freight in Camden would have similar benefits for climate change and air quality.

5.309 Camden will work in partnership with logistics providers and local businesses to seek to establish the potential use of freight

consolidation centres by businesses, including cycle and walking logistics, particularly those in the south of the borough.

- 5.310 Camden's GIS mapping of the borough's transport assets includes the location and details of loading bays which can assist the freight sector in planning deliveries, particularly to congested parts of Camden. Loading bay information can be found at <http://maps.camden.gov.uk/parkingbays/>.

Policy 4.6

- 5.311 *To support the efficient movement of goods efficiently the Council will continue to work with the freight industry to support sustainable freight practices and share information that improves the reliability and efficiency of deliveries.*

Servicing Management Plan

- 5.312 Transport of goods and materials is essential to the economy, but needs to be managed to minimise environmental impacts and congestion. Goods vehicles can also have negative impacts on local amenity and traffic movement in certain areas especially where many delivery points are located close together (such as town centres) as well as residential areas and narrow roads. The manoeuvring of goods vehicles can also cause obstructions and congestion, inconvenience and danger to pedestrians and other road users, and potentially damage to footways.
- 5.313 Planning restrictions provide an opportunity for the Council to ensure that the impacts of freight deliveries are minimised. One of the key mechanisms is through Service Management Plans (SMPs) for new developments. These allow Councils to control the frequency and size of service vehicles, where and when they will stop and load, and the routes to and from the site. SMPs ensure, where appropriate, loading facilities are provided off-street and have minimal impact on congestion on the road network. However planning restrictions cannot be applied to businesses that have not changed use (which may have greater loading requirements) and which can result in difficulties at particular locations.

Policy 4.7

- 5.314 *Camden will manage the impacts of larger new developments on the public highway through Servicing Management Plans that are in line with the objectives and other policies of this strategy.*

Freight Consolidation

- 5.315 Freight consolidation involves grouping individual deliveries at a 'consolidation centre' that are destined for the same locality. Goods are then delivered to the end destination by fewer vehicles with fuller loads. Use of these consolidation centres has potential benefits for reduced emissions and congestion effects of loading. It also enables deliveries within tight street patterns and with less disruption to the local area. Given the constraints in Camden and other central London locations, consolidation centres would most likely be located in outer London.
- 5.316 Several areas in the south of the borough such as Covent Garden and Tottenham Court Road have a mix of small independent retailers that could benefit from freight consolidation. Larger businesses with more complex delivery requirements have developed more efficient practices and already consolidate loads in most instances. A retail consolidation centre which has been established to serve Regent Street could be extended into Camden, reducing the number of freight vehicles entering the borough.
- 5.317 Similar efficiencies can be achieved by targeting deliveries to office buildings, which account for a significant proportion of freight traffic in central London. An innovative micro-consolidation centre using cycle freight is operating in the City of London. An assessment of the operation by the Clear Zone Partnership showed delivery by the cargo cycles compared to conventional vehicles achieved a 52 per cent reduction in CO₂ per parcel delivered. An extension of this service into Camden would have similar benefits for climate change and air quality.

Policy 4.8

- 5.318 *Camden will work in partnership with logistics providers and local businesses to seek to establish the potential use of freight consolidation centres by businesses, particularly those in the south of the borough.*

Objective 5 – Develop and maintain high quality, accessible public streets and spaces and recognise that streets are about more than movement

Introduction

- 5.319 Streets make up more than 80 per cent of public space in the UK. Streets have many functions: they are not just corridors to move through on the journey from A to B, they are also places where people interact, play, shop, live, work, socialise and sit. Improving the quality and attractiveness of public space to facilitate these activities can play a fundamental role in creating a successful neighbourhood. It can promote social inclusion, encourage walking and cycling, economic activity and regeneration, and improve personal security.
- 5.320 Camden Council has made significant improvements to the public realm in recent years. This includes improved street cleansing, lighting, street maintenance, decluttering and implementing streetscape upgrades in key locations such as Fitzroy Square, Bedford Square, Lincolns Inn Fields and Whitestone Pond. Camden aims to mainstream public realm into all projects and as part of planning conditions for significant new development proposals. Enhancing public space was the fourth top priority for residents who participated in the Camden Talks 2010 spring survey.
- 5.321 The development of area-wide larger transport projects ensures that urban design and traffic engineering expertise are developed in tandem. Transport officers seek input from officers involved in community safety, urban design and other areas of expertise within the Council as well as with ward Councillors, local groups and institutions where appropriate. This helps to ensure that local issues are addressed and local people are actively involved.
- 5.322 The Streetscape Design Manual (www.camden.gov.uk/ccm/content/transport-and-streets/transport-strategies/streetscape-design.en) is a key policy document that has helped the Council to deliver better streetscapes across the borough and ensure consistency of design and quality. Several key themes are highlighted in the manual including simplification of the street environment (especially through decluttering), ongoing maintenance, accessibility and social inclusion and consideration of local heritage and character.
- 5.323 Improvements to the streetscape also support the Council's aspirations for key "places" in the borough which are being developed as part of the Council's placeshaping programme. Camden's identity and sense of place contribute directly to its economic success and its attractiveness as a place to live and work. It is widely recognised that a

successful public realm is one of the key components of achieving a successful place.

- 5.324 Camden cleans 180 miles of streets each week and encourages residents, businesses and visitors to maintain a clean environment through waste and recycling opportunities. The Transport team will work with Environment Services to maintain a clean environment.
- 5.325 Camden also recognises the contribution of street trees to the natural and built environment. Camden will continue to investigate opportunities for more street tree planting as part of transport schemes, such as at Euston Circus and Cobden Junction. This is consistent with the Mayor of London's target to significantly increase street trees across London.

Policy 5.1

- 5.326 *Camden will continue to work with the local community, Councillors, Council staff and other stakeholders to introduce improvements to the public realm and streetscape environment. This will help to encourage more people to walk and cycle as well as make Camden a better place to live and work.*

Naked Streets

- 5.327 The "Naked Street" concept was pioneered and promoted by Dutch Traffic Engineer Hans Monderman, who found that people's behaviour in traffic was influenced more by the built environment than the conventional road layout with traffic signs and controls.
- 5.328 The Naked Street concept is based on the principle of reducing people's reliance on lines, signs and signals as a cue for moving in public space. Focusing on such physical prompts reduces people's awareness of other road users, often to the detriment of pedestrians. The absence of signs and signals therefore compels people to pay more attention to what other people are doing: as behaviour is often unpredictable, this requires everyone to be more vigilant of what is happening around them and move with caution. This results in lower traffic speeds and a safer and more pedestrian friendly environment. Traffic signs and road markings are minimised to comply with regulation, and only then the smallest, simplest and least intrusive format should be used.
- 5.329 The Naked Street principal was introduced in the upgrade of Camden High Street (North) to make the street safer and more attractive, reduce vehicle speeds and make it easier and safer for pedestrians to cross the road. Completed in August 2010, it became London's first "naked street" using the following measures:
- Removing all bollards and guard railing;
 - Removing unnecessary signs;

- Careful positioning of lamp columns to reduce the need for separate posts and traffic signs;
- Combining CCTV cameras onto lamp columns;
- Removal and/or relocation of BT phone boxes.

Policy 5.2

5.330 Camden will assess the impacts of the recently completed Naked Street in Camden High Street and will consider further “naked street” schemes or measures for other locations across the borough.

Street Lighting

- 5.331 Street lighting plays an important role in transport, particularly in relation to road and community safety. Good lighting can reduce fear of crime and encourage more activity and social interaction in the street. This, in turn, increases the level of natural surveillance in an area. As a result, good street lighting helps to reduce the fear of crime and encourage walking particularly in the evening and during the winter months.
- 5.332 Effective and properly designed lighting on the streets is also particularly important for the safety of drivers, cyclists and pedestrians, especially for those with vision impairments.
- 5.333 The Council is committed to minimising the impacts of street lighting on the environment in a number of ways, including:
- Maintaining existing street lighting to maximise the life and energy efficiency of equipment;
 - Purchasing the most energy efficient street lighting technology;
 - Purchasing lighting columns that are manufactured from recyclable materials wherever possible;
 - Using electricity from renewable sources (and where possible reducing the use of electricity) to supply street lighting and illuminate traffic signs;
 - Shifting to “white” lighting which is more efficient and effective than orange and high-pressure yellow lamps reducing the use of electricity and the number of lamp columns required.
 - Investigating the need to reduce the levels of lighting and the hours of lighting in carefully chosen places.
- 5.334 Officers continually review the best available technology for future schemes and initiatives. The Council has been given approval from the Department for Transport, for example, to use highly reflective non-illuminated bollards (in place of illuminated bollards) which reduce installation and maintenance costs as well as electricity consumption.
- 5.335 In recent years, the Council has taken opportunities to reduce street clutter by using lighting columns for multiple purpose such as to mount

signs, and in certain situations, combine street lights with other street furniture items e.g. CCTV, traffic lights and cycle parking.

Policy 5.3

- 5.336 *Camden will continue to focus on street lighting improvements to improve the public realm that benefit road safety, community safety, sustainability and cost efficiency.*

Street Clutter

- 5.337 Reducing street clutter is at the heart of Camden’s Streetscape Design Manual and the Mayor of London’s “Better Streets” initiative. Reducing street clutter aims to simplify the streets and reveal the character of the area. Street furniture should be minimised as much as possible but provided where there is a benefit to users, such as seating, cycle parking and wayfinding signage. Reducing clutter helps to make streets more attractive and reduces obstacles for pedestrians, which is particularly important in congested areas and for those with mobility impairments.
- 5.338 Camden’s Streetscape Manual establishes a clear policy to minimise street clutter through general guidelines for all highway projects being undertaken. This includes limiting both the number and size of traffic signs wherever possible, combining the functions of street furniture (e.g. lighting columns and signs) and removing unnecessary street furniture including bollards, guardrail and illuminated signs.
- 5.339 Camden has made good progress in reducing street clutter especially in town centres and areas of cultural and tourist importance. Recent projects have sought to mainstream street clutter reduction so that it is included when considering all larger area-wide projects as well as when pavements are being maintained.

Policy 5.4

- 5.340 *Camden will continue to focus on street clutter reduction as part of capital transport projects to make our streets more attractive and to improve conditions for pedestrians.*

Guardrail Removal

- 5.341 Since post war times, Pedestrian Guard Rail (PGR) has been extensively used as a means of segregating motor vehicle traffic and pedestrians with the aim of improving road safety. As a result, there remains extensive guardrail in urban areas including Camden.
- 5.342 The DfT’s ‘Manual for Streets’ (2007) and the Mayor’s “Better Streets” initiative both adopt an approach which moves away from considering streets as corridors to move through as efficiently as possible, and

towards streets as 'places' with character and identity, built form, and aesthetic considerations. The experience of being in a street should be a positive one: they should be attractive places to enjoy, where people may dwell and socialise.

- 5.343 The removal of guardrail may produce safety benefits. Where there is unpredictability, people take more care. Given its uncertain benefits and associated costs, Camden considers that guardrail should only be provided (or retained) where it can be demonstrated to achieve safety benefits that cannot be delivered by other measures. Camden uses a robust guard rail assessment process considers all road users to identify where PGR is necessary on safety grounds. In line with these procedures Camden has removed a significant amount of guard railing across the borough.

Policy 5.5

- 5.344 *Camden will continue to assess the impacts of recent PGR removal and consider further removal of PGR for the benefit of the streetscape where the assessment methodology for guardrail provision shows that it is safe to do so.*

Road and Footway Maintenance

- 5.345 The roads and footways in Camden inevitably deteriorate over time both through use as well as through the large number of public utilities "openings". Camden invests a significant amount of funding towards maintaining the highway network for many reasons including improving safety for drivers, cyclists and pedestrians, reducing noise which results from uneven surfaces, reducing trip hazards, and as part of the Council's statutory defence against insurance claims.
- 5.346 The footway and road resurfacing works are prioritised through survey information from regular inspection of surfaces, contractors' input (areas of most complaints or areas that are causing concern), insurance claim information, pedestrian flows and statutory utilities works.
- 5.347 Severe weather events can have a significant impact on the condition of road surfaces. The winter of 2009/10, for example, was particularly severe and caused widespread damage to many of Camden's roads which has required significant investment to amend.

Policy 5.6

- 5.348 *Camden will continue to invest in maintaining the roads and footways across the borough to ensure that Camden's streets are maintained for safety and comfort.*

Maintenance of Bridges and Structures

- 5.349 There are a wide range of structures in Camden – road over rail bridges, rail over road bridges, bridges over Regents Canal, historic tram subways, railway tunnels, pipe subway tunnels and pedestrian subways. Responsibility for many of these structures lies either exclusively or jointly with the Council.
- 5.350 Camden undertakes load assessments, feasibility studies, strengthening, reconstruction, periodic inspections and maintenance works on all the Council owned bridges and ensures that these are also carried out on bridges owned by others.
- 5.351 Funding for bridge assessment and strengthening works is provided to the boroughs in London based on a London-wide prioritisation strategy that ensures that maximum use is made of available funding and that those structures most at risk on the most important routes are dealt with first.

Policy 5.7

- 5.352 *Camden will continue to maintain Camden owned bridges in the borough to ensure safety of people as well as to increase the lifespan of structures to reduce extremely expensive major strengthening or reconstruction works.*

Management of Highway Assets

- 5.353 Camden maintains a highway Asset Management Program (AMP), a fully mapped inventory of assets that lie on Camden's public highway. This includes street signs, parking restrictions, traffic signals, lamp columns and bus lanes. Over 220,000 separate entities have been captured, enabling a full electronic adaptation of the streetscape. The AMP is currently a stand-alone electronic mapping system and much of the information is also available on Camden's web site.
- 5.354 To continue to develop this valuable resource, a formal Highway Asset Management Plan (HAMP) is currently being produced which will provide staff with more knowledge of the existing assets and help them better manage and maintain these assets in a cheaper and more efficient manner.

Policy 5.8

- 5.355 *Camden will continue to develop its assessment management programme and complete a HAMP to improve management of highway assets.*

Streetscape Design Manual

- 5.356 The Streetscape Design Manual is a design guide for the Council's own highway works as well as for contractors, developers, public utilities and other private agencies working in Camden. The Manual covers a wide range of topics from general issues of conservation to detailed instructions in the use of footway materials.
- 5.357 The Manual is designed to complement other existing guidance and regulatory documents, such as the Traffic Signs Regulations and General Directions 2002, filling in the 'gaps' where necessary, particularly where Camden has a preferred design within permitted variances. Its purpose is to raise the standard of street works consistently throughout the borough.
- 5.358 The Manual is a key policy document that has helped the Council to deliver better streetscapes across the borough, through all of its smaller scale interventions. It helps to bring a consistent approach to design and quality, as well as develop a more holistic approach together with maintenance and capital funding.
- 5.359 The Manual, which is available on the Council web site at <http://www.camden.gov.uk/ccm/content/transport-and-streets/transport-strategies/streetscape-design.en>, is currently in its second edition and was last updated in 2004. Although the document is still very relevant, there are several elements of the document that need to be updated to reflect changes in legislation and policy, such as sustainability and improved public realm. As a result, the Council is reviewing the Manual with a view to providing an updated edition in 2011.

Policy 5.9

- 5.360 *Camden will continue to use the Streetscape Design Manual in all street works that are planned or carried out in Camden and will review and update the Manual in 2011.*

Objective 6 – Ensure the transport system supports Camden’s sustainable growth and regeneration as well as enhancing economic and community development

Managing Sustainable Growth in Camden

- 5.361 Land use planning and transport are intrinsically linked. By shaping the pattern of development and influencing the location, scale, density, design and mix of land use, planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services on foot, by bicycle, and on public transport.
- 5.362 New development or redevelopment of existing land or buildings must comply with planning policy and must have planning permission issued in order to be implemented. Applications for planning permission can only be refused for non-compliance with planning policy.
- 5.363 Planning policy in Camden is set out in planning policy documents, including the London Plan (produced by the Mayor of London) and Camden’s Local Development Framework (LDF).
- 5.364 Camden’s transport policies outlined in the LDF promote sustainable travel and integration of development with transport provision and seek to:
- Promote development that will encourage travel by walking, cycling and public transport and not permit development that will depend on travel by private motor vehicles;
 - Locate development that generates high numbers of additional person trip in locations with good to excellent access to public transport;
 - Encourage mixed use development to reduce the need and extent of travel;
 - Ensure that the amount of parking provided as part of development is the minimum necessary. In areas that have good to excellent access to public transport, the Council expects new developments to be car-free (i.e., they will not include off-street parking and occupiers would not be eligible for on-street parking permits). Car-free development can still provide off-street parking for disabled drivers who are also eligible for on-street parking permits;
 - Ensure all impacts of development are mitigated through appropriate management of servicing, construction and travel behaviour;
 - Ensure that there is sufficient capacity in the transport network to accommodate any additional trips generated by a development; and
 - Ensure development is properly integrated into the surrounding highway and wider transport network.

Policy 6.1

5.365 *Camden will continue to guide development so that it is well integrated with the transport network, minimises impacts on congestion and promotes sustainable modes of travel such as walking, cycling and public transport. Camden will ensure mitigation measures and transport improvements, secured as part of planning permission for development, align with objectives and challenges described by the Transport Strategy as well as allowing for flexibility to changes over time.*

Camden's Placeshaping Areas

5.366 Place-shaping is the process of driving change by local authorities and their partners, and has become a core concept in government and local authority strategies. For Camden, place-shaping is about taking the opportunity to think and act strategically about investment decisions and service improvements in the interests of general health and wellbeing across the borough.

5.367 The place plans produced as part of the Council's placeshaping programme seek to develop more holistic, cross-departmental planning and investment for particular priority areas to develop a coherent sense of place. These areas include Kings Cross, Camden Town, Euston, Swiss Cottage, West Hampstead, Gospel Oak, Kilburn, Kentish Town and Bloomsbury/Tottenham Court Road.

5.368 Camden's identity and sense of place contribute directly to its success as a borough to live in, a borough for businesses, and a borough that people want to visit. Transport has a key role to play in developing the sense of "place" and can contribute to an area's economic success and its attractiveness as a place to live and work. It is widely recognised that a successful public realm is one of the key components of achieving a successful place in a variety of ways. The quality of the local streetscape, for example, has an immediate impact on people's desire to walk and cycle. The cost of Camden's transport and social infrastructure that will be needed to support Camden's growing residential and commercial population will in part be met by Camden's Community Infrastructure Levy when it is set (see paragraph 5.370).

Policy 6.2

5.369 *The Council will continue to integrate its transport programme with other placeshaping initiatives to support the development of a sense of "place" and contribute to an area's economic success and its attractiveness as a place to live and work*

Camden's Growth Areas

- 5.370 As described in Camden's LDF, the Council's overall strategy for managing future growth in Camden is to promote the provision of homes, jobs and other facilities in areas with significant redevelopment opportunities at, or near, transport hubs, and support appropriate development at other accessible locations, with more limited change elsewhere.
- 5.371 King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead will accommodate most of Camden's future growth. These areas are identified in the London Plan as suitable for large scale redevelopment or significant increases in jobs and homes, and are based around transport interchanges where increased capacity is planned. The majority of these areas will contribute towards the continued success of Central London and to London's national and international role, as well as benefits to the borough and the local area.

Policy 6.3

- 5.372 *Camden will ensure that transport schemes support Camden's growth areas and other areas of intensification to ensure the transport network and urban realm can accommodate future demand.*

Camden's Town Centres

- 5.373 Town centres play an essential role in people's lives, providing access to shopping, entertainment, leisure, culture, public services and transport; they are concentrations of the physical and social resources needed to carry on economic, social and cultural life. Their sustainable growth and successful operation are essential to the well-being of the communities they serve by both satisfying needs for goods and services and providing a sense of place and so fostering a sense of local identity.
- 5.374 Town centres play a particularly important role in deprived neighbourhoods and are important to those on low incomes by providing local access to goods and services, including food, at affordable prices. They also provide relatively routine or 'gateway' jobs (mainly through the retail sector) often to people who live relatively locally.
- 5.375 Camden recognises the vital contribution that town centres provide to the communities they serve and transport plays a key role in developing and maintaining the economic and social vitality of these centres. Transport investment will be focussed in the town centres to improve the public realm, provide access to and within town centres, and improve safety and security for those that live, work or visit the area.

Policy 6.4

5.376 *The Council recognises the economic and social importance of Camden's town centres and will continue to work to ensure the transport network supports the continued growth of the boroughs main town centre areas.*

Developer Contributions to Transport Improvements

- 5.377 Given the high levels of congestion on Camden's existing transport network and the highly built up nature of the borough, new development can have a particularly significant impact in transport terms. Developments therefore often generate a need for improvements to Camden's streets and public spaces and to the wider transport network in order to mitigate townscape, transport and environmental impacts, as well as to ensure that new development integrates well into surrounding areas. The need for improvements can be generated both by larger schemes and by smaller schemes that when taken together have a cumulative impact on an area.
- 5.378 Planning obligations (or "Section 106 agreements") are private agreements negotiated between local planning authorities and developers to make a development acceptable which would otherwise be unacceptable in planning terms. In terms of transport this is usually to mitigate a development's impact on the public highway (e.g. through increased public transport provision).
- 5.379 The Community Infrastructure Levy (CIL) is a new levy that Camden Council could choose to charge on new developments under the *Planning Act 2008*. The Council has yet to make a decision on the formal adoption of CIL and what charges might apply. CIL can be used in place of Section 106 contributions. Funds raised through CIL would be spent on new or enhanced infrastructure in the borough and could be spent as a contribution towards utility works, transport or social infrastructure (such as education, housing, leisure, cultural and other community facilities). Throughout this document Section 106 contributions are intended to include CIL contributions when and if these apply.
- 5.380 Developer contributions towards transport and highway improvements can be categorised into three general types:
- Improvements to public transport which are usually provided by TfL for developments that will have a significant impact on the available capacity of public transport provision;
 - Highways works directly outside the development site such as repaving the footway and changes to vehicular crossovers;
 - Pedestrian, cyclist and environmental improvements in the wider area.

- 5.381 Whilst individual developments in many cases may be small, over the years there has been a vast amount of development in inner London, which cumulatively has led to an over strained transport network. The strain is evident to anyone wishing to travel around inner London when they regularly have to contend with overcrowded buses, underground carriages, trains and footways.
- 5.382 In recognition of this cumulative impact, Camden will continue to seek contributions towards highway, traffic management, changes to parking and loading restrictions, projects such as shopmobility that address inequality, public realm improvements, improved lighting and signage, street furniture, major and area-wide transport schemes, cycle parking, car club spaces, electric vehicle bays and other transport improvements that support the transport policies detailed in this document and the LDF.

Policy 6.5

- 5.383 *Camden will ensure that contributions secured from developers can be used to deliver the policies and objectives outlined in this transport strategy and the LDF. Camden will seek flexibility within the legal agreements securing such contributions so that the funds are, where possible, not tied to a specific improvement. This means that as Camden policy and LIP objectives evolve over time the funding can still be used to deliver the current objectives at the time of implementation.*

Objective 7 – Ensure the transport systems supports access to local services and facilities, reduces inequalities in transport and increases social inclusion

Introduction

- 5.384 Camden's local centres and community-based services are essential for providing the physical and social resources needed to carry on economic, social and cultural life at a local community level. They provide goods and services, local job opportunities, education and training as well as access to social networks. Good transport and land use planning can help to ensure that people benefit both from local opportunities as well as those further afield.
- 5.385 Barriers to accessing the transport network can however limit the choices people have and the opportunities available to them, resulting in isolation, reduced social cohesion, and a deteriorating quality of life. If everyone is to benefit from Council investment in the borough, the transport needs of all Camden's population should be considered to ensure that, as far as possible, people – particularly the most vulnerable and disadvantaged - are not excluded.

Inequality and Social Inclusion

- 5.386 The Equalities Impact Assessment undertaken for this Strategy identifies the following key areas that need to be improved to address accessibility, inequality, promote social inclusion and improve the quality of life particularly for the key equalities strands, but also for all Camden's population, :
- Improve safety and perception of safety, address road danger, personal security, anti-social behaviour/crime;
 - Provide affordable and easily available modes of transport - walking, cycling and public transport ;
 - reduce the dominance of traffic – both volume and speed – to encourage social interaction on the street, including play for young people;
 - Improve reliability of the transport network, including public transport provision;
 - Provide alternatives to public transport, such as transport services;
 - Improve provision and range of information such as timetables, signage, wayfinding, announcements;
 - Improve the physical environment: remove of street clutter and physical obstacles, but include facilities to support mobility impaired people such as seating, toilet facilities, dropped kerbs or step free crossing;
 - Improve treatment by staff on public transport;
 - Provide parking for people with disabilities

5.387 Transport's contribution to supporting regeneration and social inclusion means addressing all of these issues, all of which are priorities for the Council, and are addressed elsewhere in this section and in the Strategy.

Supporting Access to Employment

- 5.388 Camden is a major employment centre within London, with a strong and diverse economy that makes an important contribution to the economy of London and the UK as a whole. It is the third largest employment centre in London after the City and Westminster, and eighth largest in the UK⁴⁵.
- 5.389 Camden employment is very well served by public transport with the latest data from TfL⁴⁶ indicating that 91 per cent of working age people has access to employment by public transport.
- 5.390 The majority of jobs in the borough are generally located south of the Euston Road (61 per cent), with the highest concentration in the Holborn and Covent Garden area - one of the most accessible parts of the borough. There are also concentrations of employment at Euston, Camden Town and the town centres in the north of the borough. All these areas are served by at least one Underground or Overground station and will benefit from current or planned improvements to the transport network.
- 5.391 Significant new employment areas are planned for Kings Cross, Euston and Tottenham Court Road. Employment growth in these areas will be supported by significant investment in public transport that serves these areas as well as continued investment in public realm and other local improvements.
- 5.392 Thousands of people travel into the borough every day to work and take advantage of employment opportunities. More than 80 per cent of jobs located in Camden are taken by people living outside of the borough. Camden has large numbers of highly skilled residents, and a large student population. However, the borough also has significant numbers of low skilled residents, high numbers of Council tenants, and areas of deprivation and unemployment. It is also vital that the transport system supports access to major employment areas for those living within the borough.

Policy 7.1

5.393 *The Council will seek to secure a strong economy and ensure no-one is excluded from employment opportunities in the borough through*

⁴⁵ Annual Business Inquiry, 2007

⁴⁶ Benchmarking data for London boroughs, 2010

ensuring the delivery of transport infrastructure that supports the availability of inclusive, sustainable transport choices.

Access to Local Services

- 5.394 Camden is home to a wide variety of services and facilities which are of great importance to the life of the borough and to those who live, work and visit it. These services and facilities include education and childcare, health, police and emergency service facilities, libraries, sport and leisure facilities, culture and arts, advice centres, community halls and places of worship.
- 5.395 In a recent TfL assessment of the level of accessibility to employment and essential services, Camden scored very highly when compared with many other London boroughs. On average, the travel time to reach destinations on foot or by public transport, such as education, health services, quality food shopping and open spaces is under 15 minutes.
- 5.396 These facilities not only enhance the opportunities for all, they are also a focus of activity and community life and provide character and identity to local areas and the borough as a whole.
- 5.397 Many local facilities and services are located in Camden's town centres that are all served by at least one rail line and/or by buses. Camden's future strategy for growth aims to ensure, through the planning system, that the services and facilities to support residents and visitors to the borough are provided in suitable locations.
- 5.398 The way that public and private sectors provide services can also be adapted further to ensure that investment decisions are made to promote accessibility to all. NHS Camden, for example, proposes to change the way in which primary health care is delivered over the next 5-10 years. It has a programme of improvements including consolidation and modernisation of facilities to develop fewer larger health facilities and moving towards a network of 'polyclinics' accessible from all parts of the borough. These plans are set out in the NHS Camden Strategy Plan 2008-2013.

Policy 7.2

- 5.399 *Camden will work with TfL and other transport providers to seek to ensure services and facilities are accessible to all across the borough and that they are provided in suitable locations to meet the increasing demand caused by a growing population.*

Severance

- 5.400 People living on or close to highly trafficked main roads can experience a high degree of severance from nearby facilities and services, while many pedestrians and cyclists find these roads intimidating.
- 5.401 TfL statistics regarding the TLRN indicate that while its own road network makes up only 5 per cent of roads in London, it carries 33 per cent of London's traffic. There are also borough roads that carry a significant level of traffic and therefore also act as a barrier to movement.
- 5.402 The severance impacts of Euston Road are of particular concern to the Council. Some of the most deprived communities of St Pancras and Somers Town to the north of Euston Road, are effectively cut off from services and amenities south of the borough. Similarly, those south of the borough are somewhat cut off from the extensive facilities and main line rail stations to the north of Euston Road. Large numbers of people using St. Pancras International and Kings Cross stations have created an extra pressure on this busy street.

Policy 7.3

- 5.403 *Camden Council will work with TfL to improve conditions for pedestrians and cyclists using the TLRN, to reduce severance, and to improve safety and access to services and opportunities for all Camden people.*

Accessible Information

- 5.404 Making sure good information is available as well as making it accessible are as important as providing effective services. The Disabilities Rights Commission (2007) found that, for people with impairments, information was the first hurdle to overcome when accessing transport services, particularly for people with mental disabilities. It is often presented in a way that many cannot understand, and travel staff are not always responsive to their needs.
- 5.405 Signage has a very important role to play, especially for people with visual or aural impairments. Legible London, the pedestrian wayfinding programme for London, is being rolled out in Camden. Countdown, TfL's real-time bus information at bus stops, is currently being reviewed. The Council can play a role in ensuring that web-based information is displayed at public sector locations throughout the borough, such as hospitals, libraries and leisure centres.
- 5.406 Although much information is available electronically, paper-based information still has an important role to play: it is portable and available for those without mobile or internet access. A lot of information, such as bus, tube, cycle and spider maps, is available in

printed format, along with published timetables at bus stops and underground stations.

Policy 7.4

5.407 Camden, in partnership with transport providers, will seek to improve information that is easily accessible and in different formats so that it is appropriate for different users of the transport network and increases social inclusion.

Providing an Accessible Transport System

5.408 Providing a range of transport options and increasing people's choices of how, where and when they can travel increases their independence. As highlighted above, the level of accessibility to employment and essential services in Camden on foot or by public transport is very high. Walking and cycling, particularly for shorter journeys to local centres, are available for most people and Camden is committed to supporting both modes. As well as being more easily available and affordable walking and cycling are also more sustainable and healthy.

Improving Passenger Access at Bus Stops and Rail/Underground Stations

5.409 Over the last 15 years, Camden has implemented a programme of bus stop modifications across the borough to increase accessibility for people with mobility impairments and meet DDA requirements. The bus is the only city-wide accessible public transport mode and it is therefore important that the Council continues to make more bus stops accessible to ensure that this mode of transport is easy to use.

5.410 These improvements include ensuring that trees, guardrail or street furniture do not obscure bus doors, the kerb is the correct height to allow a ramp to be deployed from the bus for wheelchair users and maintaining the carriageway and footway surfaces to a high standard. The Council will continue to liaise with key stakeholders including TfL to ensure that bus stops are placed in locations that are convenient for users

5.411 Across London a number of initiatives will improve the level of accessibility across the rail/ underground network. The number of step-free rail stations in London is proposed to increase to 160 by 2017, an increase from 101 in 2010. New tube and rail rolling stock will be compliant with rail vehicle accessibility regulations (RVAR) and the London Overground network is becoming more accessible as part of the significant upgrade of the Overground network.

Policy 7.5

5.412 *Camden will continue to work with TfL and other stakeholders to increase the accessibility of public transport, both at bus stops and rail and Underground stations across the borough.*

Physical Accessibility of the Street Environment

- 5.413 People with a physical, mental or sensory disability often face significant physical barriers to travel, and in some cases they may prevent people from leaving their homes.
- 5.414 These barriers can include narrow or cluttered footways, poor road or footway surface, lack of pedestrian facilities, insufficient “green man” crossing times, kerb heights, steep dropped kerbs and lack of tactile paving for guidance.
- 5.415 Introducing accessibility improvements that address physical barriers along with regular maintenance and cleansing on the public highway is essential to ensure that people with physical impairments or difficulties can move freely, easily and safely. Camden has completed many schemes in recent years to improve accessibility, with a particular focus on areas that have high numbers of people with mobility impairments and/or pensioner households as well as primary access routes to key destinations such as public transport nodes, shopping centres, and specialist resource centres for people with mobility issues.
- 5.416 For some people with physical disabilities, a car is essential to access local facilities and amenities. The Council aims to improve access for disabled people that require a car by providing bays at key locations as well as in residential areas so that accessibility is addressed for the whole journey.
- 5.417 People with mental or learning disabilities are among the most isolated people in the community, but addressing their travel needs can be more challenging. Often, the main barrier for people with a mental disability is lack of confidence, and accessing relevant and easy to understand information is essential. Camden conducts independent travel training that covers basic skills of how to use streets and the different public transport networks. This provides them with the knowledge and confidence to encourage independent living for the longer term.

Policy 7.6

- 5.418 *The Council will continue to ensure that physical barriers in the street environment are considered for amendment as part of highways schemes in order to improve accessibility, particularly on primary access routes to key local destinations. Camden will also continue to assess requests for disabled parking and conduct independent travel training to enhance independence.*

Camden's Passenger and Transport Services

- 5.419 The Council provides a range of alternative transport services for those who cannot use the public transport network. Currently, the Council offers a number of schemes for the elderly and those with mobility impairments through the Transport for Adult Social Care team, which are designed to promote independence, choice and mobility for older and disabled residents. The Service also manages the Freedom Pass which offers free travel for older people and those with a disability on almost all public transport.
- 5.420 These services include Shopmobility and Scootability which loans Personal Mobility Vehicles (PMV) and manual wheelchairs, PlusBus – a free door-to-door minibus service and the Taxicard scheme for residents with serious permanent impairments. More details of Council transport services can be found at <http://www.camden.gov.uk/ccm/navigation/transport-and-streets/passenger-and-accessible-transport/>

Policy 7.7

- 5.421 *The Council will continue working with statutory, voluntary and private sector partners to see to provide transport services to those living within the borough with mobility impairments.*

Objective 8 – To ensure that the provision of parking is fair and proportionate by considering the needs of all users, whilst also encouraging sustainable travel choices

Introduction

5.422 Like many other central London boroughs the provision of parking in Camden is a contentious issue. Limited kerb space coupled with a continually growing demand for parking from both residents and businesses make the Council's task of providing an equitable and sustainable parking system a difficult one. However, the Council is committed to simplifying current parking arrangements as well as making the system of permitting and enforcement fairer and more transparent. The changes that Camden is making to its parking regime are outlined in the *Annual Parking and Enforcement Reports* (camden.gov.uk/pep).

Controlled Parking Zones (CPZs)

- 5.423 Controlled Parking Zones are in place throughout Camden to balance demand for parking in a way that maintains the economic viability of the borough, yet reduces congestion and the inessential use of vehicles, thereby helping to ensure the free flow of traffic, including cycles and pedestrians, on the public highway.
- 5.424 Demand for parking in Camden far outstrips the supply of available kerbspace. Camden aims to maintain an active balance between the different demands – from residents, their visitors, businesses and their deliveries and customers, and access for disabled people, while reducing the provision for long-stay commuter-based parking.
- 5.425 The controlled times and boundaries of each of the 19 CPZs across Camden have been designed to meet the demands of that local area. We will continue to consider CPZ arrangements, particularly within the current Parking Policy Review, to ensure the structure is fair and transparent for all road users. The types of parking bays provided will aim to ensure efficient use of kerb space at all times of the day when demands between visitors and residents vary.
- 5.426 In order to make parking simpler for users, the Council aims to make parking times consistent between different areas in Camden as well as with the restriction times in other neighbouring boroughs.
- 5.427 The current Parking Policy Review is examining the structure and times of CPZs to see if there is scope to simplify parking controls. This will take account of sustainability issues.

- 5.428 Camden is also currently considering the possibility of merging some CPZs to further simplify parking. However this creates new challenges as larger areas may encourage people to drive for short journeys in their neighbourhood given the greater freedom to park over a wider area.

Policy 8.1

- 5.429 *The Council, through working with stakeholders and other London boroughs, will seek to ensure that parking regulations continue to develop to meet the needs of residents, visitors, and businesses. We aim to ensure that all regulations are fair, simple and well balanced, to keep traffic moving, avoid unsafe and obstructive parking, and to make sure there is good access for pedestrians, cyclists, passenger transport, and private motorists.*

Permit Charges

- 5.430 Parking permits and charges enable demand for parking to be managed and better matched with parking space supply. There are a number of different types of permits including resident, visitor, disabled, and business permits as well as dispensations for builders, special events, hospitals, weddings and funerals. Each permit is provided to meet the needs of different users and to try and ensure adequate parking provision is available.
- 5.431 The Council listens to all permitting issues raised and considers how best to meet the various needs of those within the borough by reviewing the types of permits offered and how they are provided. The Council aims to ensure the permit scheme is fit for purpose and accessible to users, fair and transparent, easy to use and flexible as parking demands continue to change.

Policy 8.2

- 5.432 *Through the provision of permits, the Council will ensure resident, visitor and business parking requirements are being met in a balanced way. Where possible we will aim to make it simpler to purchase permits and enhance customer service through simplifying the application processes, while providing a robust scheme that aims to avoid misuse.*

Emission Based Parking System

- 5.433 Camden was one of the first authorities in the UK to introduce emission-based permit charging for residents' on-street parking in 2007. Permit charges are set at levels proportional to the CO₂ emissions that vehicles produce for a given journey on the 'polluter pays' principle: the minority whose cars are causing greater damage to the environment are charged proportionately more for their parking permits while owners of lower polluting vehicles pay less. Parking

charges therefore are not only designed to more closely match demand and supply but also to encourage the purchase of vehicles with lower emissions.

- 5.434 The Council undertook groundbreaking research on the environmental costs of different vehicles as a function of vehicle size over their whole life cycle. It assessed the operational implications of vehicle emissions, but also the environmental footprint of a vehicle's manufacture and disposal, and that of the production, distribution and transmission of the fuel used for operation. The research shows that larger engine vehicles have greater environmental impacts in terms of resource use, air pollution and CO₂ emissions.
- 5.435 To assist in developing a charging system and tiers appropriate to the composition of Camden's fleet, data was collected in November 2006 on vehicles associated with resident permit applications throughout the borough. Based on the sample fleet data, charges were set so that the overall outcome would be revenue neutral, taking account of set up costs and inflation.
- 5.436 Camden's emission-based permit charging is based on four tariffs – one of the simplest structures for such schemes in the country. The tariffs relate to Vehicle Exercise Duty (VED) bands for vehicles registered on and after 1st March 2001 and to engine size for vehicles registered before 1st March 2001, in a simple and consistent way.
- 5.437 Emission-based parking charges were extended to include parking on the Council's housing estates in November 2009.

Policy 8.3

- 5.438 *The Council aims to ensure that permit prices are fair, proportionate and fit for purpose, and believes that the 'polluter pays' principle assists these aims. The Council aims to be transparent about policy changes in this area and provide updates in its Annual Parking and Enforcement Plan which can be found on the internet at www.camden.gov.uk/pep.*

Parking Enforcement

- 5.439 It is the Council's duty to keep traffic moving, manage the reduction of unsafe and obstructive parking, and make sure that there is good access for pedestrians, cyclists and all road users. There are high levels of compliance with parking regulations across the borough. Compliance levels continue to grow and the overall number of Penalty Charge Notices (PCNs) issued has reduced by 31 per cent over the last 5 years (from 2005/6 to 2009/10).

- 5.440 Camden recognises its role in addressing the concern that enforcement should be fair and reasonable, and that regulations across London can be inconsistent and confusing.
- 5.441 Camden adopts a fair and proportionate approach to the enforcement of parking restrictions, aiming to help drivers avoid PCNs by having regulations that are clearly identified and simple to understand.
- 5.442 Camden continues to address the problems caused by more serious offenders, persistent evaders and those committing fraud, including abuse of the blue badge scheme. Where possible we work with stakeholders to find solutions to their parking problems. By communicating clearly and comprehensively with drivers we aim to lower the level of unintended parking contraventions and reduce the number of challenges received on PCNs issued.

Policy 8.4

- 5.443 *Camden will continue to carry out parking enforcement in a fair and proportionate manner and aim to achieve further compliance of parking regulations and reduce the number of PCNs issued, by providing clear information regarding the parking rules in Camden. This includes compliance with the blue badge permit scheme. Camden will continue to play a leading role in working with TfL, London Councils and other London boroughs to ensure a simple and consistent approach is adopted across London. To help transparency, changes to Camden's parking policies will be stated each year in the Annual Parking and Enforcement Reports.*

Parking for Motorcycles (and other powered two-wheelers)

- 5.444 Camden recognise that the use of motorcycles can potentially deliver congestion and accessibility benefits, however they also contribute to parking pressure and noise and air pollution. While the volume of motorcycle traffic on Camden's roads is declining – a 12 per cent drop between 2001 and 2009 - this decrease is less than the reduction in other motorised traffic at 16 per cent.
- 5.445 Presently, motorcycles are the only form of motorised transport that can generally park in the borough for free – in motor cycle bays. A motor cycle parking strategy will be prepared by Camden to assess whether continuing free parking, especially in Central London, is appropriate.
- 5.446 It is acknowledged that the availability of parking is a major influence on the use of motorcycle vehicles, therefore, a motorcycle parking strategy will aim to find a balance between adequate parking provision and the 'encouragement' of motorcycles as a mode of transport.

5.447 In order to effectively manage the availability of on-street parking, provide fairer parking, and encourage the use of alternative modes of transport, it may be necessary to restrain demand on parking through policies.

Policy 8.5

5.448 *Camden will complete a motorcycle parking strategy to help develop a balance between the demand for (especially secure) parking and the desire of the Council to promote more sustainable modes of transport.*

Objective 9 - Support the delivery of a successful London 2012 Olympic and Paralympic Games

Introduction

- 5.449 The 2012 Olympic Games will bring the spotlight of international attention to the Capital. With its numerous venues, attractions and special events, London's cultural heritage will provide a backdrop for the Games for thousands of visitors. Their impression of the Games will therefore, to a large extent, depend on the quality of their experience of facilities throughout the whole city, including its transport network, streets and public spaces.
- 5.450 Although most of the activities will be held at the Olympic Park in east London, Camden will have an important role to play in ensuring that this impression of London is a positive one and securing a lasting impact for the borough. The King's Cross/St Pancras interchange in Camden will function as a gateway for European and international visitors, many of whom will stay in the borough, as well as the starting point for travel to the Olympic venues. Several Camden transport hubs and underground stations such as Holborn and Tottenham Court Road will bring visitors to the borough's theatres, museums, nightlife and parks.
- 5.451 The majority of the Olympic media will be accommodated in Bloomsbury and will have dedicated transport services from Russell Square to Olympic venues. The Olympic Route Network (ORN) will also pass thorough the borough, carrying members of the 'Olympic Family'⁴⁷ to and from venues. Supporting these services will be essential for the delivery of a successful Games.
- 5.452 Camden's Plan for the 2012 Olympic & Paralympic Games was launched in 2007 and can be viewed at www.camden.gov.uk/ccm/content/leisure/olympics/file-storage/camdens-plan-for-the-2012-olympic-and-paralympic-games.en The plan sets out a vision of local people benefiting from the Games by getting more active and healthy, accessing cultural opportunities and volunteering, as well as making the most of the economic benefits of the Games by ensuring improvements to the public realm. Camden's Plan for 2012 captures these opportunities, identifies priorities and

⁴⁷ 'The 'Olympic Family' comprises around 77,000 people of which approximately 50,000 will be in the UK and require transport on any one day during the Olympic Games. It includes athletes and team officials, members of National Olympic Committees and International Federations, media, VIPs, IOC, sponsors and Marketing Partners.

provides a framework for partners to plan and work together to bring the benefits of the Games to Camden.

Improving Accessibility on Key Routes

- 5.453 Hosting the Olympic Games in 2012 provides London with a unique opportunity to develop and invest in projects which will leave a legacy long after the Games are over. As host to the Olympic Javelin service, much of the world's media and parts of the ORN, Camden must ensure that these activities allow for the development of projects which will benefit all within the borough.
- 5.454 For many international visitors arriving in London on the Eurostar, King's Cross will create their first impression of the city and many will stay at accommodation in the Bloomsbury area. It is therefore vital that these areas present the best possible face to the public and that improvements are made to the accessibility of key routes. Similarly many domestic travellers will come to the borough to make use of the high speed Javelin service operating to the Olympic Park in Stratford from St Pancras.
- 5.455 The Council, working closely with the ODA and LOCOG must ensure that the urban realm in these and other popular areas within the borough are safe, clean, accessible and welcoming to all.

Bloomsbury and the Russell Square Media Transport Hub

- 5.456 During the Olympic Games, Bloomsbury will be home to over 5,000 media representatives from across the world who will be accommodated in hotels and student housing in the area. They will travel to and from Olympic venues on shuttle buses running from the Media Transport Hub in Russell Square which will operate between mid July to mid August 2012. This represents the most significant impact the Games will have on Camden. Russell Square also forms part of the ORN.
- 5.457 Since 2007 the Council has been working with key stakeholders and residents to deliver improvements to the public realm around Bloomsbury. As part of the Bloomsbury Vision two projects were developed – the Bloomsbury Corridor and Bloomsbury Streets for People – and includes improvements to Russell Square, Malet Street and Montague Place, Great Russell Street and Byng Place. These projects are currently being progressed and will be completed before the Olympic Games when these streets will be used by the 2012 Olympic Games Family for the operation of the Media Transport Hub.
- 5.458 Camden has been working with the London Organising Committee for the Olympic Games (LOCOG), the Olympic Delivery Authority (ODA) and TfL to ensure that their proposals are compatible with Camden's vision for Bloomsbury and to minimise the impact of the Media

Transport Hub on Camden's residents, businesses and visitors to the area.

- 5.459 The walking corridor between Bloomsbury and St Pancras International station is being improved, and will include pedestrian crossing facilities and the pedestrian signage so that the media can easily access public transport alternatives at St Pancras International if they wish.

Policy 9.1

- 5.460 *Camden will secure the benefits of the London 2012 Games for its residents and businesses and will mitigate as much as possible the negative impacts of hosting the media transport mall. Camden will continue to work with LOCOG, ODA and TfL to ensure that access to the Bloomsbury area remains as open as possible whilst delivering the successful operation of the media transport hub and the ORN.*

Euston to St Pancras Station Pedestrian Link

- 5.461 The underground link between Euston and Kings Cross St Pancras stations is one of the most congested on the network at peak times⁴⁸ and is likely to intensify during the Olympic Games. Encouraging people to walk between the stations will help to reduce demand on the network and congestion, while also providing time savings and health benefits to people.
- 5.462 There are two walking routes between the stations. The first, along Euston Road, is dominated by traffic, with poor air quality. The numerous side streets and junctions, many with poor pedestrian facilities make this route unattractive. The alternative, via Brill Place and Phoenix Road, north of Euston Road, is a quiet, direct route linking Euston with the western entrance of St Pancras station.
- 5.463 Camden will improve the Brill Place/Phoenix Road link to provide an attractive walking route between the stations, including Legible London wayfinding boards, level footways and high quality lighting to enhance the area. Camden is working with TfL and station managers to provide consistent wayfinding within the stations to raise awareness of the route and to provide platform level information for visitors.

Javelin Rail Service

- 5.464 During the Olympic Games a rail shuttle service will operate from St. Pancras International Station to Stratford International Station, for the Olympic Park. This temporary Games-time service, branded the 'Javelin', will run 10 trains an hour for most of the days and 12 trains an

⁴⁸ MTS 2010

hour during peak times. Journey time from St Pancras to Stratford Station will be 7 minutes.

- 5.465 Camden will work with National Rail and London Underground to establish measures to manage the predicted large volumes of people to ensure they can use the stations safely and efficiently while also mitigating the impacts of high passenger flows on the public highway.

Policy 9.2

- 5.466 *The Council will work closely with the Olympic Delivery Authority (ODA), the London Organising Committee of the Olympic and Paralympic Games (LOCOG) and other key stakeholders to ensure the delivery of the operational plans for the Javelin service.*