

# Smarter Travel Haringey

## Baseline Report

Report for London Borough of Haringey

December 2011



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Foreword	i
Executive Summary	i
<b>1 Background</b>	<b>1.1</b>
1.1 Introduction	1.1
1.2 Smarter Travel	1.1
1.3 The STH Programme	1.1
1.4 Context	1.1
1.5 Policy Background	1.3
1.6 Management of STH	1.5
<b>2 The London Borough of Haringey: Setting The Scene</b>	<b>2.1</b>
2.1 The Geography of the London Borough of Haringey	2.1
2.2 Travel and Transport in LBH	2.1
2.3 Environmental awareness	2.2
2.4 Health and Activity	2.2
<b>3 Activities to date</b>	<b>3.1</b>
3.1 Introduction	3.1
3.2 Communications and marketing	3.1
3.3 Events	3.1
<b>4 Monitoring and Evaluation</b>	<b>4.1</b>
4.1 Introduction	4.1
4.2 Approach to performance management	4.1
4.3 Monitoring strategy	4.1
4.4 Key Performance Indicators	4.2
4.5 Data Sources	4.4
4.6 Attitudinal and behavioural impacts of the STH programme	4.5
4.7 Walking and Cycling	4.6
4.8 Public Transport	4.17
4.9 Traffic	4.20
4.10 Travel Plans	4.24
4.11 Car Clubs	4.26
4.12 Road Safety	4.26
4.13 Air Quality	4.26
4.14 Mode Share	4.28
<b>5 Conclusions</b>	<b>5.1</b>
5.1 Key messages from the Research	5.1

## Contents

5.2	Fostering the conditions for modal change	5.2
5.3	Monitoring recommendations	5.4
5.4	Next Steps	5.4

## Tables

Table 4.1	Key Performance Indicators	4.2
Table 4.2	Data Sources	4.4
Table 4.3	Support for Smarter Travel Haringey by Postcode area	4.6
Table 4.4	Number of Cycle Stands installed	4.12
Table 4.5	Trends in Cycling to September 2011	4.14
Table 4.6	Trends in Cycling snapshot in July 2011	4.15
Table 4.7	Entries and Exits at Rail Stations in Haringey, Office of Rail Regulation	4.18
Table 4.8	Haringey School Staff & Pupil Mode Share Data (iTrace Sept 2010 - Oct 2011)	4.25
Table 4.9	KSIs year to July 2011	4.26
Table 4.10	Air Quality in Haringey	4.27

## Figures

Figure 1.1	Smarter Travel Haringey Management	1.5
Figure 4.1	Awareness of Smarter Travel Haringey	4.5
Figure 4.2	Support for investment in Smarter Travel Haringey	4.6
Figure 4.3	Attitudes to Walking and Cycling	4.7
Figure 4.4	Frequency of Walking	4.8
Figure 4.5	Frequency of Cycling	4.8
Figure 4.6	Number of Bicycles Available to a Household	4.9
Figure 4.7	Walking Intentions	4.10
Figure 4.8	Cycling Behavioural Intentions	4.11
Figure 4.9	Theft/Taking of Pedal Cycle offences in Haringey: September 2010 - August 2011	4.13
Figure 4.10	Volume of Cycling in Haringey and on the TLRN	4.14
Figure 4.11	Volume of Cycling in Haringey on DfT Network	4.16
Figure 4.12	Attitudes to Public Transport	4.17
Figure 4.13	Frequency of Rail Use	4.18
Figure 4.14	Frequency of Bus Use	4.19
Figure 4.15	Frequency of Underground Use	4.20
Figure 4.16	Frequency of Car Use (Driver)	4.21
Figure 4.17	Frequency of Car Use (Passenger)	4.21
Figure 4.18	Number of Cars Available to a Household	4.22
Figure 4.19	Traffic on the TLRN	4.23
Figure 4.20	Traffic on the DfT Network	4.24
Figure 4.21	Mode Share	4.28

# Foreword

I am pleased to introduce this report setting out the aims and objectives of the Smarter Travel Haringey programme for the next two years.

Travel is something we all need to do for work, leisure, shopping or education yet we recognise that traffic congestion and the associated problems has become a real concern. By launching a Smarter Travel Programme we want to help residents find practical alternatives to the car.



The programme includes road shows offering travel advice and work with schools to help families find safe ways of walking, cycling or bussing children to school, rather than having hundreds of parents dangerously parking and polluting the school environment every morning.

The benefits of Smarter Travel include improved air quality, less congestion, more affordable travel options and healthier lifestyles as a result of more people travelling sustainably for some or all of their journeys.

The programme also aims to reduce casualties on our roads through traffic calming and working with teenagers who are especially vulnerable to road accidents, as both pedestrians and drivers.

A report will be produced each year to evaluate how the programme has been implemented and to assess the performance against a range of targets set within this report.

Through the measures outlined in this report I hope we will see more people making sustainable, affordable and healthier travel choices for the benefit of both themselves and the whole community and I'm looking forward to an exciting year ahead in the delivery of Smarter Travel Haringey.

Cllr Canver

Cabinet Member for Neighbourhoods.

# Executive Summary

## Background

This report sets the baseline conditions and introduces monitoring mechanisms for evaluation and reporting of the Smarter Travel Haringey (STH) programme, a three-year programme launched in September 2011.

Smarter Travel Haringey is a programme comprised of initiatives and schemes aimed at encouraging a modal shift to sustainable modes of transport, including cycling, walking, public transport and car sharing. The programme is being funded by the Local Implementation Plan.

Effective performance management is critical to understanding the success of a programme on this scale. An effective monitoring scheme has been put in place consisting of objectives agreed with the London Borough of Haringey which are designed to be compatible with the Local Implementation Plan targets. A number of output and outcome Key Performance Indicators are encompassed within each objective. The overarching objectives are as follows:

- Increase cycling to a mode share target of 3% by 2014 (from LIP baseline of 1.7%).
- Increase mode share of walking to 32% from 2007-9 baseline of 31.3% by 2014.
- Reduce the number of KSIs casualties by 20% 2014 from 2004/8 average.
- Reduce the number of child casualties by 19.7% by 2014.
- Reduce transport related emissions of CO2 by 20% from 2008 baseline by 2014 (164 kilotonnes pa to 131 kilotonnes pa).

## Monitoring

The effects of the STH programme will be monitored using the following data sources:

- A telephone survey of residents conducted in October 2011. It sampled 539 LBH residents and 233 in a Control Area – Waltham Forest. The survey gathered information on attitudes, intentions and current travel behaviour (See Appendix 1).
- Analysis of data on traffic flows, cycle flows, travel plans, accident data, cycle training, car club membership, MOSAIC data.

This monitoring will take place every year throughout the duration of the programme.

## Key Findings

Seventy-nine per cent of respondents support the investment in Smarter Travel Haringey. This serves as a positive starting point for the programme, with the majority of residents having 'bought-in' to the scheme already.

## Walking and Cycling

- A mode share of 1.7% for cycling and 31.3% for walking (LTDS).
- iTRACE data shows 1.7 per cent of pupils currently cycle to school, and 64.1 per cent travel by foot.

## Summary

- 15 per cent of Haringey residents are already regular cyclists; 45.3 per cent never cycle.
- 44 per cent of residents have at least one bicycle in their household.
- 6.6 per cent of non-cyclists are attracted to cycling in the next year and probably will.
- 58.9 per cent of respondents are attracted to walking more in the next year and probably will.
- 36 per cent of Borough trips are 'potentially cycleable'<sup>1</sup>.
- Over 500 cycle stands have been installed in the last 10 years (58 in 2010).

### Public Transport

- 91.6 per cent agree there are lots of bus route local to them; 57 per cent of respondents stated they are regular bus users (at least twice a week).
- 12.3 per cent of respondents are regular rail users; although 12.4 per cent never use rail.
- 37.1 per cent are regular underground users.
- 18.9 per cent of school children travel by bus and 1.6 per cent by rail.

### Car Use

- 32.7 per cent of respondents never drive a car and 22.4 per cent drive five times a week or more.
- 69.6 per cent of respondents have access to one or more vehicles.
- 15.4 per cent of children travel to school by car (alone) and 0.9 per cent car share.

## Conclusion

The London Borough of Haringey offers some clear opportunities to tap into the potential of walking, cycling and public transport use. It is clear that residents are already receptive of the benefits of sustainable modes of transport; this needs to be unlocked through a programme of hard and soft initiatives. For example, the Borough has a large number of car owners who don't use their car frequently – a clear market for car sharing and car clubs. Similarly, bicycle ownership is high, showing many people have the means to utilise cycling for short journeys but choose not to. Our questionnaire revealed that confidence and infrastructure provision are potential barriers. Resident intentions towards walking and cycling were positive. There is also a large group of occasional public transport users; these people have already bought into the benefits of using the bus, rail and underground and this should be fostered for longer-distance journeys. Travel to school mode share shows a positive trend; this trend is to be supported and encouraged to ensure that school pupils continue sustainable travel behaviours into adulthoods, and thus create a sustainable travel legacy for the Borough.

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<sup>1</sup> Analysis of 2005-2008 LTDS data. Trips were excluded as not potentially cycleable based on a number of factors: long trips, older or younger traveller, person carrying heavy goods, disabled people, late night journeys, journey made by van, Dial-a-Ride or boat, and trips that would take at least 20 per cent longer by bike

# 1 Background

## 1.1 Introduction

- 1.1.1 This report sets the baseline conditions and introduces monitoring mechanisms for evaluation and reporting of the Smarter Travel Haringey (STH) programme, a three-year programme launched in September 2011.

### Structure of this report:

- This section provides background to the STH programme.
- Chapter 2 provides background information about the London Borough of Haringey (LBH) that helps set the context of the programme.
- Chapter 3 presents a summary of events and initiatives that have supported the programme to date.
- Chapter 4 describes the approach to monitoring and evaluation, and presents the baseline conditions in the Borough.
- The conclusions and recommendations for the STH programme are presented in Chapter 5.

## 1.2 Smarter Travel

- 1.2.1 Smarter Travel is the term for initiatives designed to achieve more sustainable travel by encouraging people to change their behaviour through travel planning, information and publicity. Smarter Travel is often linked to small scale changes in infrastructure and services.
- 1.2.2 Smarter Travel techniques tend to fall into two categories: those that target particular journeys and destinations and those that target particular types of people. Destination, hospital, school, workplace and faith centre travel plans all fall within the first category. Personal travel planning and car clubs fall into the latter.
- 1.2.3 The greatest effect from Smarter Travel tends to result from a mix of techniques so that a broad spread of people, journeys and destinations are included in the campaign. Effective Smarter Travel requires accurate market segmentation, testing of key messages and creative design, and careful selection of channels of communication. It also needs to be allied with attractive sustainable transport options in practice, and/or real improvements to existing options.
- 1.2.4 Smarter Travel Haringey is a programme comprised of initiatives and schemes aimed at encouraging a modal shift to sustainable modes of transport, including cycling, walking, public transport and car sharing. The programme is being funded by the Local Implementation Plan and covers a three-year period to 2014.

## 1.3 Context

### The Smarter Travel Pilot Programmes

## 1 Background

1.3.1 Pilot '**Smarter Travel' programmes** were run over 3 years in Sutton and Richmond, and the success of these will be used as a model for developing and monitoring the STH programme. STS was a new initiative undertaken in partnership between Transport for London and the London Borough of Sutton (LBS) in 2006 to test whether it could be possible to encourage residents and people that work in Sutton to walk, cycle and use public transport more often and their cars a little less. The results in Sutton were very encouraging, with a growing proportion of people in Sutton opting to travel by sustainable modes. In the four years since the programme began there had been:

- a relative reduction in car use of 16%;
- a relative increase in cycling mode share of 83%; and
- a relative increase of 14% in the mode share of walking trips.

### 1.4 The STH Programme

1.4.1 Prior to the launch, TfL undertook a great deal of analysis to identify the areas and population types to target, and how best to target them. The outcomes of this have been summarised in the following 6 strategies:

- Heighten awareness of risks of road danger amongst 11-15 year olds in the East of both boroughs;
- Target 16-24 year old males to reduce risk taking behaviours, especially speeding;
- Walk and cycle for pleasure, entertainment and leisure trips (linking to Cycle Hubs strategy);
- Encourage 'Environmentally Aware' and 'Car Free Lifestyle' residents in the Southwest of both boroughs to cycle and target the 'Environmentally Aware' group with immediate behaviour change measures and long term lifestyle changes to reduce congestion and improve air quality;
- Increase cycling amongst women and BME groups; and
- Encourage 'Aspire to Drive' residents in the East to trial cycling and engage them in a preventative car use strategy to reduce the future demand for private car usage.

1.4.2 A short workshop session was undertaken with Haringey Council officers to update and confirm the previously drafted objectives. The objectives were designed to be realistic and compatible with existing targets and monitoring and are taken from the overarching objectives of the 2011-2014 LIP. The five overarching objectives are:

- Increase cycling to a mode share target of 3% by 2014 (from LIP baseline of 1.7%).
- Increase mode share of walking to 32% from 2007-9 baseline of 31.3% by 2014.
- Reduce the number of KSIs casualties by 20% 2014 from 2004/8 average.
- Reduce the number of child casualties by 19.7% by 2014.
- Reduce transport related emissions of CO2 by 20% from 2008 baseline by 2014 (164 kilotonnes pa to 131 kilotonnes pa).

## 1 Background

### 1.5 Policy Background

- 1.5.1 The Sustainable Transport Commission made recommendations to the Borough on their transport policies. The Commission was set up in 2010 and comprises local and national experts, local residents and Councillors, chaired by Professor Phil Goodwin. The outcome of this was a key driver in the implementation of the Smarter Travel Haringey programme. The findings recommended an increase in focus on more innovative 'Smarter Choices' as well as an integrated, long term plan for reducing and monitoring traffic levels. Key extracts from the review are as follows:

"The Council needs a strategic view on longer term traffic trends, a programme for monitoring what is happening, and policy for dealing with them".

"We propose a substantial increase in the proportion of the budget spent on 'Smarter Choices' initiatives aimed at enabling people to choose more sustainable travel patterns and improved access to destinations and activities. These should include improvements to the environment for cycling and cycle training for school children and adults".

- 1.5.2 The Overview and Scrutiny Committee Review in October 2011 fully supported Haringey's commitment to Smarter Travel and achieving modal shift:

"The panel recommended that sustainable transport initiatives should be coordinated through a dedicated programme which is branded (to promote resident recognition), contains clear travel objectives, offers a balanced programme of activities (smarter travel, walking, cycling) and is overseen by a local stakeholder group."

"The panel strongly endorsed the principle of travel planning as a cost effective approach to achieve modal shift and the broader development of sustainable transport objectives. It recommended that a hierarchy of travel planning interventions are developed which prioritise and target significant trip generating organisations in Haringey (schools, workplaces, events, individuals)."

- 1.5.3 With regards to cycling in London, the Mayor has set a target of a 400 per cent increase in cycling to achieve a 5 per cent mode share by 2026. It is estimated that much of the potential for growth in cycling lies in Outer London and the creation of '**Biking Boroughs**' are a key mechanism for achieving this growth in cycling. Haringey was designated a Biking Borough in 2010. The Biking Borough programme is part of TfL's three-pronged approach to increasing cycling, alongside the Central London Cycle Hire Scheme and the creation of Cycle Superhighways. The Council's own cycling strategy states that:

- The Council's aim is to maximise the role of cycling in Haringey within an overall framework of road danger and traffic reduction, and sustainable development.

- 1.5.4 In May 2010, the **Mayor of London's Transport Strategy** was published. The Strategy seeks to ensure that transport improvements in the Capital help sustain economic development, maintain high levels of safety and security, increase quality of life and access to opportunities for all, and reduce transport's contribution to climate change. The Mayor describes his intention to provide key improvements, including:

- Bringing about a revolution in cycling in London.
- Creating better, more attractive streets.

## 1 Background

- Providing travellers with better information to help them plan their journeys.
- Taking into account the needs of businesses when planning London's transport.

1.5.5 An important strand to this work is the theme of carbon management. In 2009, Haringey was one of the first local authorities to commit to reducing borough wide CO2 emissions by 40 per cent, leading to a wider **Haringey 40:20 campaign**. The overall vision for this is to create the conditions for a 'fairer, healthier and happier way of life' for everyone in Haringey, including residents and those working in the Borough. Haringey was one of 9 local authorities selected to take part in the Department of Energy and Climate Change (DECC) Local Carbon Framework (LCF) Pilot Project. This nationwide initiative was set up to explore how national carbon targets can be achieved on a local spatial level. Funding for several projects was awarded to help the Council develop a **40:20 Action Plan**, which includes:

- More electric cars and charging points, **more cycle lanes and cycle parking; car clubs** and **bus and rail network improvements**.

1.5.6 Another key policy area is health, where it is acknowledged that inactive lifestyles are contributing to growing public health problems. For example Department of Health research has indicated that 25 per cent of the population of England is now clinically obese<sup>2</sup>. There is a recognised need to increase the number of people walking and cycling. It is also recognised that inactivity, including over reliance on private motorised vehicles, is contributing to the rise in the incidence of obesity and consequent poor health.

### LIP Objectives

1.5.7 The 2011 – 2014 Local Implementation Plan was published in early 2011 and covers 11 key objectives. These objectives, as follows, are in line with the aims and objectives of the STH programme:

- Reduce Haringey's deprivation and health inequalities by improving access for all to essential services, including health, education, employment, social and leisure facilities across the borough. (Medium/Long term)
- Ensure Haringey's transport network can accommodate increases in travel demand by tackling congestion, increasing sustainable transport capacity, encouraging modal shift and reducing the need to travel. (Long term)
- Facilitate an increase in walking and cycling to improve the health and wellbeing of Haringey's residents. (Long term)
- Reduce the number of people killed and seriously injured on Haringey's transport network and reduce the number of casualties among vulnerable road users. (Short/Medium term)
- Increase transport access and connectivity to and from Haringey's key employment and regeneration areas, including Wood Green town centre, and the growth areas of Haringey Heartlands and Tottenham Hale. (Short/Medium term)
- Improve air quality within the borough through initiatives to reduce and mitigate the effects of pollutant emissions from road and diesel operated rail transport. (Long term)

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<sup>2</sup> DoH Health Survey for England, London 2005

## 1 Background

- Reduce Haringey's CO2 emissions from transport through smarter travel measures to reduce car use and encourage the use of low carbon transport alternatives, to ensure the transport sector makes the necessary contribution to achieving a 40 per cent carbon reduction by 2020 and a 60 per cent reduction by 2025. (Medium/Long term)
- Reduce crime, the fear of crime and antisocial behaviour on all modes of transport and in the public realm in Haringey. (Medium/Long term)
- Improve the condition and legibility of principal roads, cycle paths and footways within the borough, having regard to the public realm, and increase satisfaction with the condition of the network. (Medium term)
- Ensure that transport protects and enhances Haringey's natural and historic environment including biodiversity, geodiversity, landscape, townscape, cultural heritage, water resources and land. (Long term)
- Minimise the effects of unpredictable events arising from climate change on the transport network. (Long term)

### 1.6 Management of STH

1.6.1 Figure 1.1 summarises the governance structure of Smarter Travel Haringey. There are three strands to the management of the programme. It is governed by Cllr Nilgun Canver, the Cabinet member for Neighbourhoods. There is a Core Project team responsible for the delivery of the programme and a Working Group of stakeholders from the Borough and TfL has been established to manage the overall direction of the programme.

**Figure 1.1 Smarter Travel Haringey Management**



## 2 The London Borough of Haringey: Setting The Scene

### 2.1 The Geography of the London Borough of Haringey

- 2.1.1 The LBH is located in North London. Clockwise from the north, it shares a border with Enfield, Waltham Forest, Hackney, Islington, Camden, and Barnet, and covers over 11 sq miles.
- 2.1.2 The LBH has a resident population of 225,000<sup>3</sup> and consists of approximately 100,000 households. Haringey's resident weekly earnings at 2011 are on average 15 per cent lower than in London as a whole but 9.7 per cent higher than the UK average at £554 per week, compared to a London-wide average of £642. Haringey is the 13th most deprived district in England of the 354 districts in total and ranks as the 4th most deprived districts in London (Index of Deprivation 2010).
- 2.1.3 Official Labour Market Statistics show there were 61,000 employee jobs provided in LBH in mid-2008, consisting of 41,300 full-time and 20,400 part-time positions. It is estimated there are 115,700 economically active people, aged 16 or over, in LBH. The number of job-seekers (claiming job seekers' allowance) is rising, with 6.2 per cent of the borough claiming support in September 2010, compared to 6.7 per cent presently (September 2011). This is much higher than London as a whole, (4.4 per cent September 2011).
- 2.1.4 Local attractions and landmarks include Alexandra Palace, Bruce Castle, Jacksons Lane, Highpoint I and II, and Tottenham Hotspur Football Club.

### 2.2 Travel and Transport in LBH

- 2.2.1 There were 62,933 vehicles available to households in the LBH recorded in the 2001 census, equating to less than one car for every household and car ownership of 53 per cent.
- 2.2.2 There are 11 National Rail stations in the LBH, with connections to King's Cross or Liverpool Street, approximately 25 minutes away. The number of trips made by train is lower among LBH residents than the Inner London and Greater London averages; two per cent compared to six per cent and four per cent respectively.<sup>4</sup>
- 2.2.3 The LBH is served by over 40 bus routes, has seven Underground stations and four London Cycle Network routes. Fewer LBH residents make trips from within the borough by Underground than in Inner or Greater London. However, more residents make trips by bus than Inner or Greater London average. Cycling and walking is slightly higher than the Inner London average, and on par with Greater London as a whole.
- 2.2.4 There is an existing network of cycle routes within the borough and it is anticipated that LIP Funding for the coming years will contribute to expanding the borough's cycle network. A total of £770,500 has been allocated to the implementation of Haringey's Biking Borough

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<sup>3</sup> <http://www.nomisweb.co.uk/reports/lmp/la/2038431864/report.aspx>

<sup>4</sup> <http://www.tfl.gov.uk/assets/downloads/corporate/travel-in-london-report-3.pdf>

Strategy between 2011 and 2014. The primary focus will be on creating a cycle hub around Wood Green/Turnpike Lane. Current and planned cycle lane facilities include:

- LCN routes
  - Link 7 Elephant and Castle to Wood Green
  - Link 10 via the A10
  - Link 14 Islington – Finsbury Park – Hornsey - Alexander Palace
  - Link 54 Alexandra Palace - Wood Green – Tottenham - Walthamstow
  - Link 78 Finsbury Park to Green Lanes
  - Link 79 Wood Green to Tottenham High Road
  - Link 81 Muswell Hill Road and Alexandra Park Station
- Two Cycle Superhighways
  - Cycle Superhighway 1 – Tottenham High Road to Liverpool Street (due 2014/5)
  - Cycle Superhighway 12 – East Finchley to Angel (due Oct 2013)
- Greenways
  - Link 1- Parkland Walk South (completed)
  - Link 2 – Parkland Walk North (completed)
  - Link 3 – Finsbury Park to Lee Valley
  - Link 4 – Highgate and Alexandra Palace Park

2.2.5 There is also an ongoing programme of maintenance of footways across the Borough.

### 2.3 Environmental awareness

2.3.1 Mosaic data to develop a profiling system to examine the likely potential for people to switch to sustainable travel modes. Analysis undertaken in 2010 for the Biking Borough study<sup>5</sup> highlights that Haringey is divided in two, with the west of the Borough being dominated by 'environmentally aware' and 'car free lifestyle' groups whilst the east of the Borough has the 'harder' markets – 'aspire to drive', 'committed drivers' and 'care free drivers'.

2.3.2 The London Borough of Haringey has the 6<sup>th</sup> lowest rate for household recycling<sup>6</sup> out of all London Boroughs.

### 2.4 Health and Activity

2.4.1 Accordingly to Sport England NI8, Haringey is ranked 188 out of 323 Local Authorities for participation in physical activity. Around 23 per cent of residents participate in physical activity for 30 minutes at least three times a week, which indicates that approximately three-

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<sup>5</sup> A Biking Borough Strategy for Haringey London Borough of Haringey Final Report 2010, JMP

<sup>6</sup> <http://data.london.gov.uk/datafiles/environment/household-recycling-borough.xls>

## 2 The London Borough of Haringey: Setting The Scene

quarters of residents are not active enough to benefit their health. This level of participation has not changed significantly over the past three years.

## 3 Activities to date

### 3.1 Introduction

- 3.1.1 This chapter provides a detailed summary of the activities undertaken as part of STH during the initial months of the programme. It focuses on developments around the programme objectives, as described in Chapter 1 - as well as outlining the communications, marketing and events that have supported these workstreams to date.

### 3.2 Communications and marketing

- 3.2.1 A page for Smarter Travel Haringey has been made available on the Council website ([http://www.haringey.gov.uk/index/environment\\_and\\_transport/travel/smartertravel.htm](http://www.haringey.gov.uk/index/environment_and_transport/travel/smartertravel.htm)). This will be updated with events and initiatives as they are launched. The number of visitors to the page will be monitored.

### 3.3 Events

- 3.3.1 Haringey Council have attended two events since the launch of the programme in September. The road show events aimed to raise awareness and inform local residents about how to change their current travel behaviour.
- 3.3.2 Information was available to residents on a one-to-one basis including maps of the local area, including cycle routes around Haringey, detailed walking maps, and bus maps. There were also branded giveaways, including drinks bottles, bags, torches and leaflets.

#### **Launch Event - Haringey Smarter Travel road show launch at Harringay Green Lanes Food Festival, on Sunday 18th September 2011**

- 3.3.3 The number of promotional items distributed were as follows:

- 656 cycling leaflets
- 109 walking leaflets
- 48 road safety leaflets
- 59 Street Car leaflets
- 736 promotional items

- 3.3.4 Local residents were asked to fill out questionnaires about their current travel needs and their opinions on what would encourage them to use public transport and other sustainable alternatives to driving. The key findings from this research included:

- 14 per cent of employed people normally travel by car
- 29 per cent of employed people normally travel by bicycle or foot
- 55 per cent of employed people normally travel by public transport
- Those who travel by car do so for reasons relating to time savings and a lack of alternatives

### 3 Activities to date

- Discounted fares and a more frequent service would encourage people to travel by public transport
- More information on cycle routes, improved quality of cycle paths and improved and secure cycle storage would encourage people to travel by bicycle
- Safe routes, more information on routes and street lighting would encourage people to travel by foot
- The majority of school children travelled by foot, followed by bus, mainly due to speed and lack of alternatives
- Children felt cycle training and zebra crossings would help make safer routes to school
- School children said that cycle training, cycle routes and better provisions for cyclists at junctions and crossings would encourage them to cycle or improve their journey to school.



#### Hornsey Smarter Travel road show event – 19<sup>th</sup> November 2011

3.3.5 This event was a family friendly event, with various stalls and activities including; a free raffle to win a new bike, a cycle circus with various novelty bikes, free refreshments, free bike servicing from Dr Bike, smoothie bikes, Hornsey's local cycling shop '2 Wheels Good', a free 'selectamark' bike security marking stall and an Exchanging Places experience.

3.3.6 The key findings from this research included:

- The most frequently used modes of travel to work were bus (28%), rail (29%) and foot (25%).
- Discounted fares would most encourage increased public transport use, followed by more frequent services and improved timetable/route information.
- Above all, 'improved quality of cycle paths' would encourage people to cycle this. This was closely followed by 'improved and secure cycle storage facilities'. Improved

### 3 Activities to date

crossings and lighting were cited as improvements which would encourage individuals to walk more often.

- Traffic fumes, pollution and volume of traffic were key concerns for residents. Residents cited the roads around Turnpike Lane as a specific problem area.

# 4 Monitoring and Evaluation

## 4.1 Introduction

4.1.1 This section of the report covers:

- A description of the monitoring framework.
- Discussion of the baseline conditions.

4.1.2 This will provide the basis for monitoring the impact of the STH programme in future years.

## 4.2 Approach to performance management

4.2.1 Effective performance management is critical to understanding the performance of a programme on this scale. An effective monitoring scheme has been put in place consisting of output and outcome KPIs, with milestones for September every year.

4.2.2 The monitoring framework aims to:

- Be independent, including external data collection, interpretation and reporting.
- Use reliable data (cycle, bus, pedestrian, car club and traffic data, as well as a tested and simple telephone survey of 750 residents).
- Isolate exogenous factors (use of a reliable Control Area – Waltham Forest).
- Compatible with existing data monitoring mechanisms (e.g. LIP and Biking Borough) to manage impact on Borough resources.

4.2.3 In particular, the effects of the STH programme will be monitored using the following data sources:

- A telephone survey of residents conducted in October 2011, following the launch of the programme. It sampled 539 LBH residents and 233 in a Control Area – Waltham Forest. The survey gathered information on attitudes, intentions and current travel behaviour (See Appendix 1).
- Analysis of data on traffic flows, cycle flows, travel plans, accident data, cycle training, car club membership, MOSAIC data.

### Control area

4.2.4 The London Borough of Waltham Forest was chosen as a Control Area to act as a reference against which attitudinal and quantitative data is recorded. It was chosen because of its similar demographic characteristics and travel behaviour profile to the LBH, as derived from the 2001 census.

## 4.3 Monitoring strategy

4.3.1 This report establishes the baseline condition within LBH to enable future effective monitoring of performance. A range of primary and secondary data will be collated annually until the end of the programme. The data collected will be analysed annually and compared

against the baseline year and other years to determine trends over time. It is possible to evaluate the impact of STH by comparing annual data against the baseline and Control Area. The data includes:

- Usage and attitudinal survey – this is conducted by an independent research company every year. Residents in LBH and the Control Area are asked about their attitudes, understanding and self-reported use of transport options and information. The survey is administered through a telephone questionnaire which records one day’s travel from the previous day. The survey sample comprises 539 residents in the LBH and 233 in the Control Area, weighted to the age and gender demographic from the 2001 census.
- Traffic counts – Department for Transport (DfT)/Transport for London Road Network (TLRN) and Borough traffic counts are utilised to understand the number of vehicle kilometres undertaken in the Borough and the volume of traffic.
- Cycle counts – 19 automatic cycle counters (ACCs) have been placed within the borough, as part of the Biking Borough programme.
- iTrace – this is a database which holds records of all school and workplace travel plan information in the borough. It records the number of travel plans at each stage and reports on the modal shift from each travel plan and over the whole borough.

**4.4 Key Performance Indicators**

4.4.1 Table 3.1 below summarises the Key Performance Indicators for monitoring this programme, linked to specific objectives, to allow for a concise and focussed monitoring framework which is compatible with the 2011-2014 LIP. It also summarises targets and baseline figures, for the 12 months to September 2011 unless otherwise indicated.

**Table 4.1 Key Performance Indicators**

Objective & KPI	Target 2014	Baseline 2010/11	Source
<b>Increase cycling to a mode share target of 3% by 2014</b>			
Number of cycle racks in the Borough	650	534	Haringey Council
Number of household with a bicycle available to them	50%	44%	Resident Questionnaire
Non-cyclists ‘attracted to cycling in next year and probably will’	10%	6.6%	Resident Questionnaire
Mode share	3%	1.7% LTDS	LIP/LTDS (2006/7-8/9 average)
Number of cycle thefts	483 or below	483 (12 months to	Metropolitan Police

Aug 2011)			
<b>Increase mode share of walking to 32% from 2007-9 baseline of 31.3% by 2014</b>			
Number of people 'attracted to walking more in next year and probably will'	65%	58.9%	Resident Questionnaire
Mode share	32%	31.3%	LIP/LTDS (2006/7-8/9 average)
<b>Reduce the number of adult KSIs casualties by 20% 2014 from 2004/8 average by 2014</b>			
<b>Reduce the number of child casualties by 19.7% by 2014 from 2004/8 average by 2014</b>			
Number of KSI casualties	80		TfL/LIP (Baseline: 2010)
Number of child traffic casualties	77		
<b>Reduce transport related emissions of CO2 by 20% from 2008 baseline by 2014</b>			
% of people agreeing 'I often drive short journeys where I could walk or cycle instead'.	30%	35.5%	Resident Questionnaire
% of people agreeing 'having a car is essential to me'.	65%	76.5%	Resident Questionnaire
Overall level of Co2	131 kilotonnes	164 kilotonnes	LIP (LEGGI) 2008
<b>Marketing and Promotion</b>			
Number of unique website visitors per month	1000		Haringey Council
Number of roadshows held	10	2	Haringey Council
Number of individuals interacted with at roadshows	5000		Haringey Council

\*data is provisional

#### 4.5 Data Sources

4.5.1 Table 4.2 below summarises the data sources and evidence used in establishing the baseline situation.

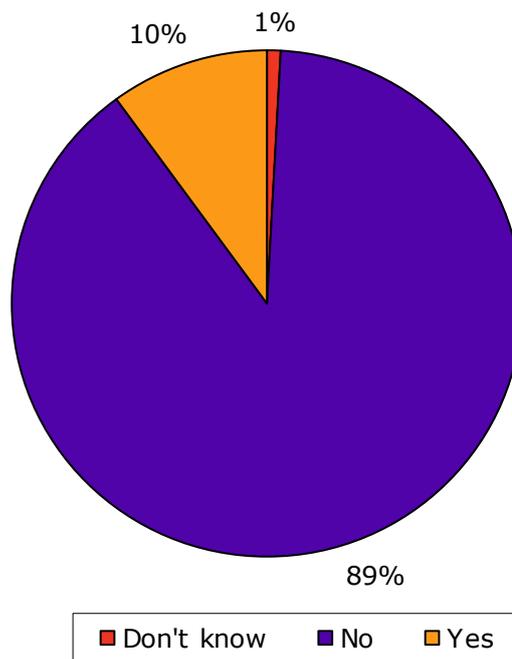
**Table 4.2 Data Sources**

Data	Source
Attitudinal Research	Primary research undertaken by MVA Consultancy
Smarter Travel Haringey Strategy	Haringey Council
Cycle Parking data	Haringey Council
Biking Borough Strategy	Haringey Council
Borough ATC data	Haringey Council
Haringey and TLRN Traffic and Cycle data	Transport for London
Waltham Forest Traffic and Cycle data	Transport for London
Accident data	Transport for London
Cycle Theft data	Metropolitan Police website
Cycle Training Data	Haringey Council
Rail Station Counts	Office of Rail Regulation
School Travel Plan Data	iTRACE Website
Workplace Travel Plan Data	Haringey Council
Air Quality	Kings College Website
Roadshow Case study	Haringey Council
Scrutiny report and governance	Haringey Council
Marketing Material and Images	Haringey Council

**4.6 Attitudinal and behavioural impacts of the STH programme**

4.6.1 Figure 4.1 shows that awareness of the programme is low, as may be expected at this early stage, although encouragingly one in ten respondents in Haringey are familiar with Smarter Travel Haringey. It is expected that awareness will increase during the first year of the programme in particular, and there should be an initial strong focus on marketing and promotion through events and materials.

**Figure 4.1 Awareness of Smarter Travel Haringey**

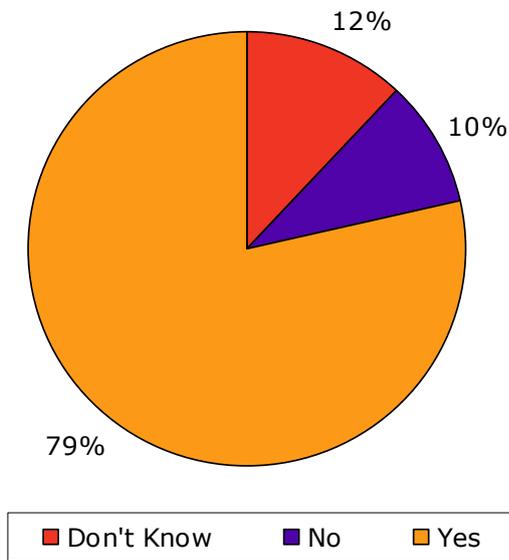


**Response Base: 531**

**Do you believe this is the kind of service that the London Borough of Haringey should invest in?**

4.6.2 Figure 4.2 identifies whether respondents from Haringey believe that the Borough should invest in the Smarter Travel Haringey programme. Encouragingly, the consensus was positive, with 79 per cent stating they felt that Smarter Travel Haringey was the kind of service the Borough should be investing in, suggesting that there is a high level of support for the programme. Yet, 12 per cent are not aware of its existence or are undecided on whether it is a service the Borough should be investing in, and the final 9.5 per cent of respondents do not support such investment.

**Figure 4.2 Support for investment in Smarter Travel Haringey**



**Response Base: 526**

4.6.3 Table 4.3 breaks this down by postcode area. The majority of respondents were from the N10 area (Muswell Hill district), N15 area (South Tottenham), N17 (Tottenham), N22 (Wood Green). Within these districts, the most support was from N17 (86 per cent in support). Support was lower in N10 and N15, at 73 per cent and 71 per cent respectively, both of which are towards the boundary of the Borough.

**Table 4.3 Support for Smarter Travel Haringey by Postcode area**

	N10	N11	N13	N15	N17	N18	N2	N20	N22	N4	N6	N8
Yes	73%	85%	71%	71%	86%	83%	100%	100%	78%	86%	80%	54%
No	11%	3%	14%	17%	4%	7%	0%	0%	10%	14%	0%	15%
Don't know	14%	12%	10%	11%	9%	7%	0%	0%	12%	0%	20%	31%
Response Base	124	33	21	75	106	30	2	2	120	7	5	13

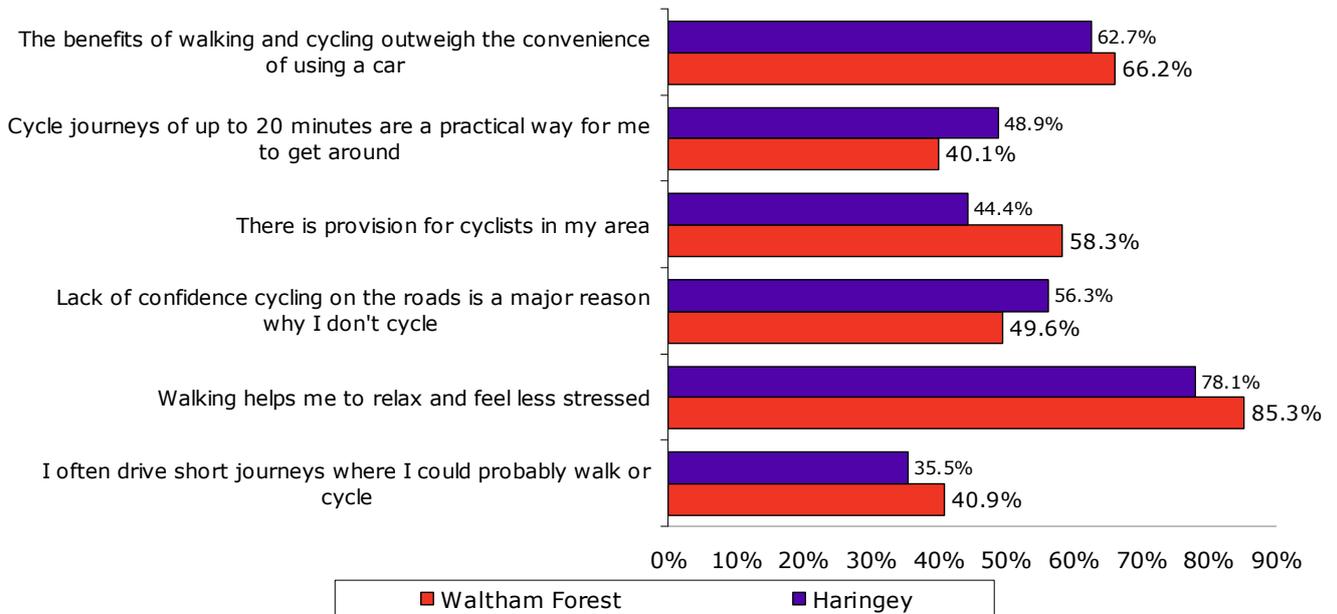
**4.7 Walking and Cycling**

**Attitudes to Walking and Cycling**

4.7.1 All respondents were asked to state whether or not they agreed with a number of statements about walking and cycling. Figure 4.3 compares the 'agree' responses to such statements, providing an insight into the walking and cycling behaviour for Haringey and the control area, Waltham Forest.

- 4.7.2 For the research area; Haringey, it is clear that approximately two-thirds of respondents are aware of the advantages of cycling and walking over the convenience of the car. Notably, almost half identify with the practicality of cycling short journeys but 35.5 per cent stated that they would often drive short journeys when they could instead walk or cycle. Conversely, 60 per cent disagreed with this, supporting the MOSAIC data that suggests many Haringey residents are 'environmentally aware' in their driving habits. However, forty per cent disagreed that 'cycle journeys of up to 20 minutes are a practical way for me to get around', showing an overall mixed view of cycling and walking. In general, attitudes to cycling are somewhat more positive in Haringey than in Waltham Forest.
- 4.7.3 Within both Haringey and Waltham Forest, respondents claim that a lack of confidence prevents them from cycling more often; 56 per cent of Haringey residents agreed with this. Similarly, less than half of Haringey respondents (44.4 per cent) felt there was provision for cyclists locally. These responses identify potential target areas for the Smarter Travel Haringey programme to be improvements in provision and safety.

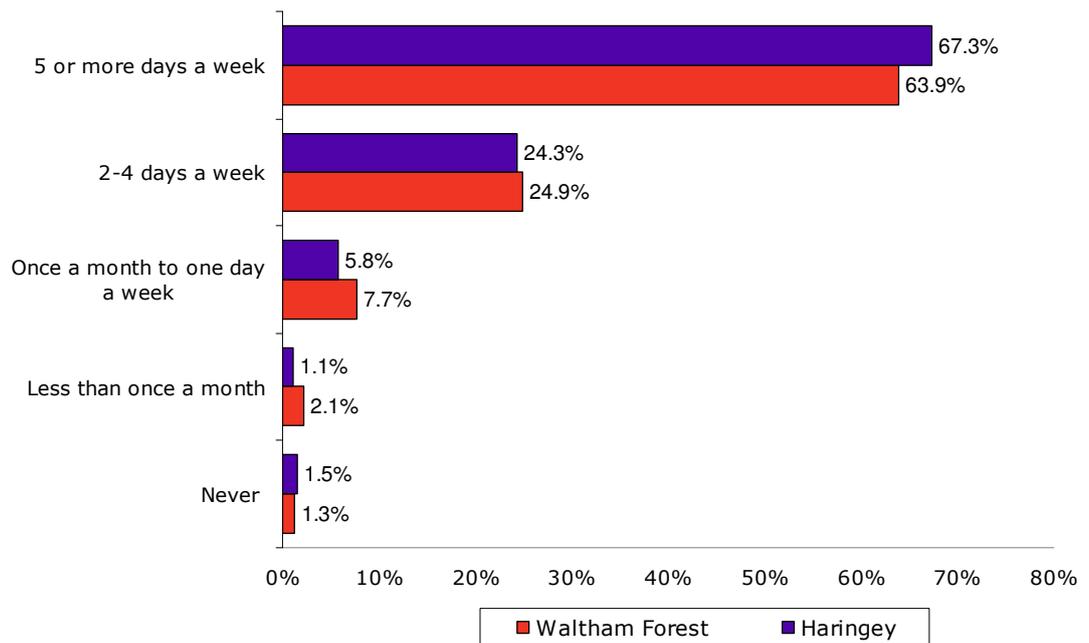
**Figure 4.3 Attitudes to Walking and Cycling**



**Frequency of Walking and Cycling**

- 4.7.4 Figure 4.4 highlights the extent to which residents currently travel by foot when making trips for work, education, or leisure. Over three-quarters of Haringey respondents travel by foot at least five days a week, and a similar proportion in Waltham Forest. Very few respondents (8.4 per cent in Haringey and 11.1 per cent in Waltham Forest) make walk trips once a week or less. The level of walking is slightly higher in Haringey than in Waltham Forest.

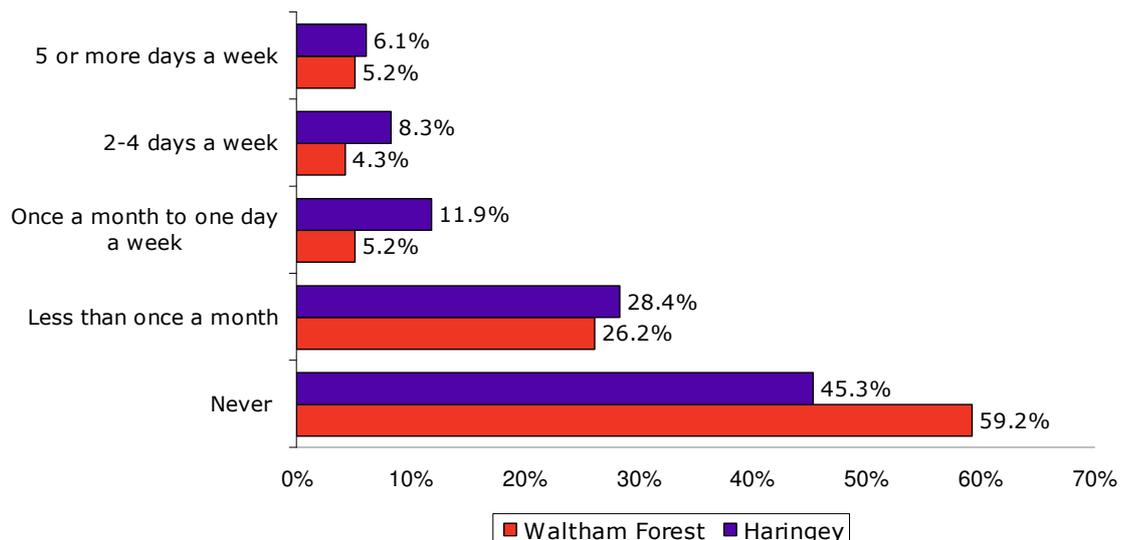
**Figure 4.4 Frequency of Walking**



**Response Base: Haringey - 583 Waltham Forest - 223**

4.7.5 Figure 4.5 summarises the current level of cycling amongst Haringey and Waltham Forest residents. Around 15 per cent of Haringey respondents can be classed as regular cyclists (cycling more than once a week) and 40 per cent cycle irregularly (once a week or less). Less than half of Haringey respondents stated they never cycle, compared to almost 60 per cent of Waltham Forest residents.

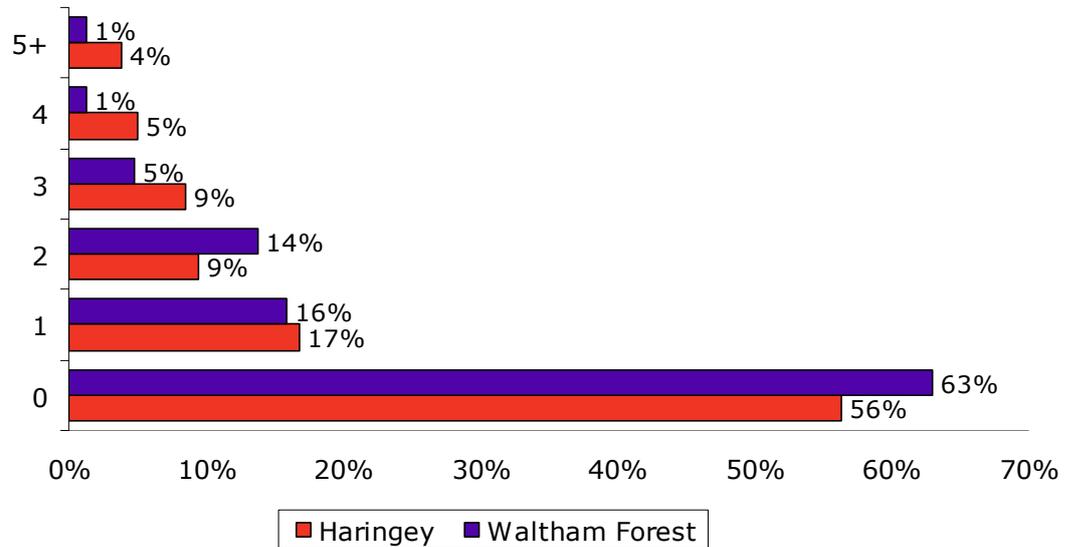
**Figure 4.5 Frequency of Cycling**



**Response Base: Haringey: 539 Waltham Forest: 223**

**Bicycle Ownership**

**Figure 4.6 Number of Bicycles Available to a Household**



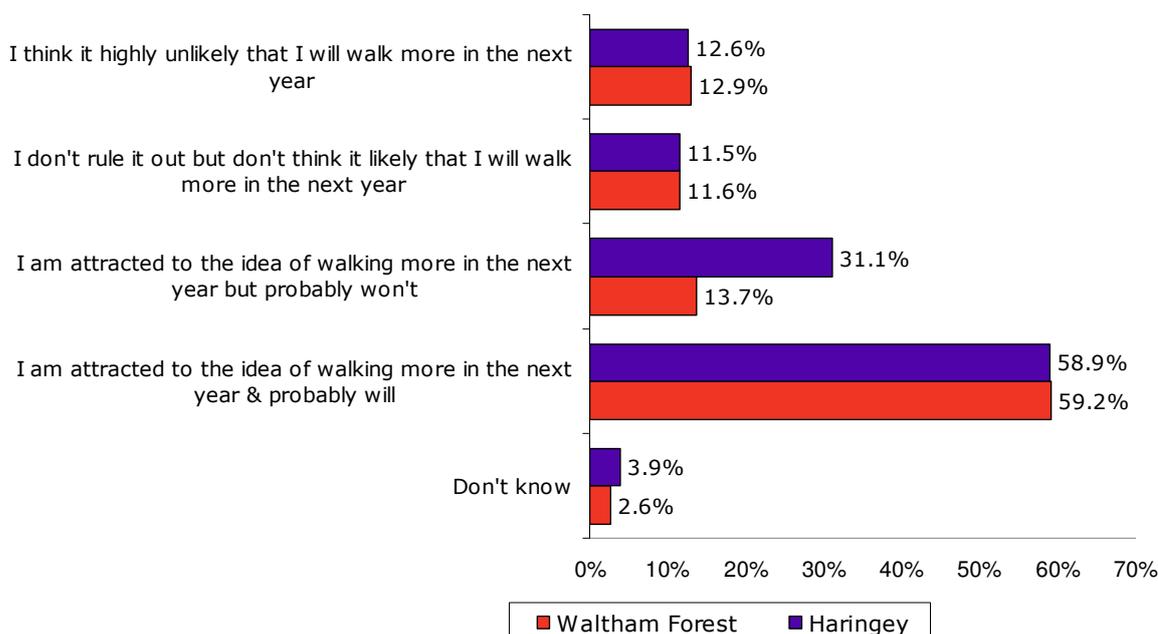
**Response Base: Haringey 540; Waltham Forest 233**

4.7.6 As illustrated in Figure 4.6, forty-four per cent of Haringey residents have one or more bicycles in their household and are more likely than Waltham Forest residents to own a bicycle. Of those who have a bicycle within their household, 48 per cent stated they used that bike. Of the other 52 per cent, 31 per cent stated the bicycle belonged to someone else and they do not use it, and 21 per cent stated they have their own bicycle but do not use it. This highlighted that one in five have access to the basic equipment needed to cycle, but choose not to do so. TfL’s Near Market for Cycling Research from 2004 found that the cycle ownership level was 28% across London, again suggesting Haringey are in a positive position to encourage cycling.

**Walking and Cycling Behavioural Intentions**

4.7.7 Figure 4.7 identifies the potential uptake of walking, with nearly 60 per cent of respondents in Haringey attracted to the idea of walking more in the coming year, which indicates the initiatives and goals of Smarter Travel Haringey will be well received by residents. Responses are consistent with those in the control area. Only 12.6 per cent of Haringey respondents think it is highly unlikely that they will walk more in the next year.

Figure 4.7 Walking Intentions

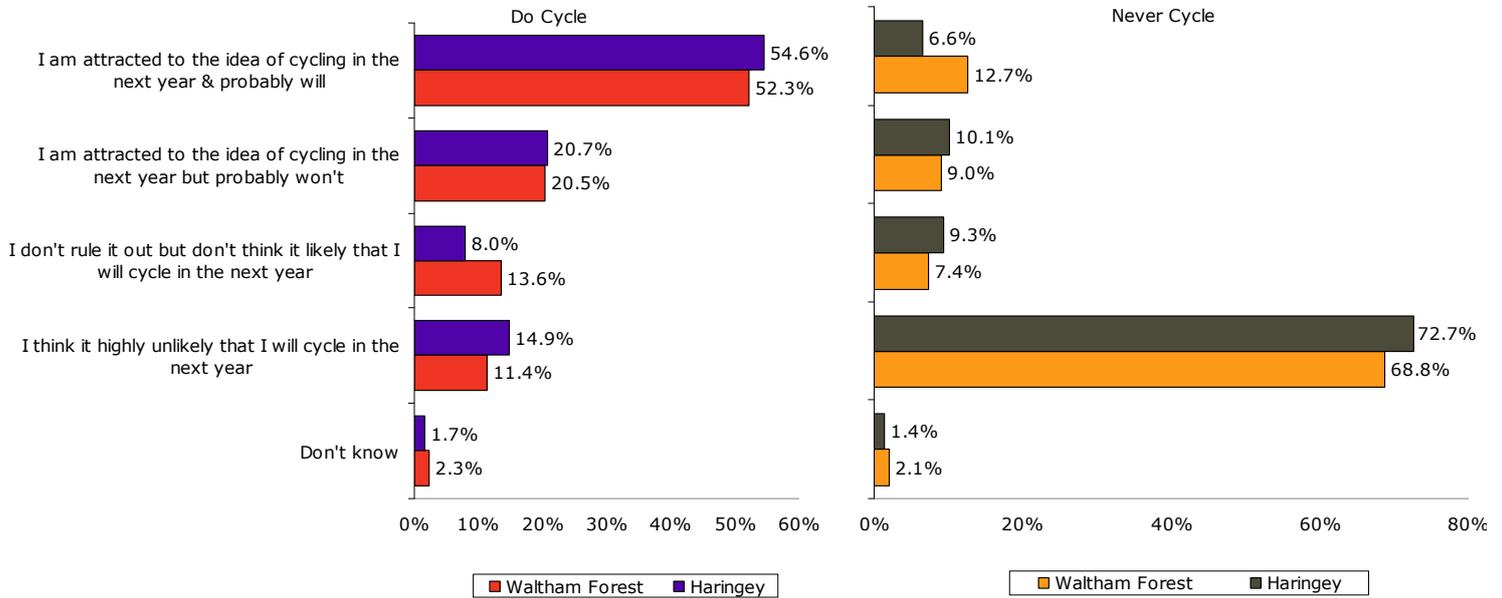


Response Base; Haringey 583, Waltham Forest 223

- 4.7.8 Figure 4.8 illustrates the behavioural intentions of both those who cycle and those who do not cycle. Just over half of current cyclists in both Haringey and Waltham Forest consider themselves likely to cycle more in the next year, and a further 20 per cent are attracted to the idea of cycling more. A further 22 per cent of Haringey cyclists feel it is unlikely or highly unlikely that they will cycle more in the coming year.
- 4.7.9 Non-cyclists in Haringey are less attracted to cycling than non-cyclists in Waltham Forest. Only 6.6 per cent of non-cyclists are attracted to cycling and probably will do so in the next year, compared to over 12 per cent of Waltham Forest residents. This may be linked to the fact that more Waltham Forest residents agreed that there was provision for cyclists in the Borough. A further 10 per cent of Haringey residents are attracted to cycling but feel they will probably not cycle in the next year. Overall, around one in five people who do not currently cycle are attracted to doing so, which shows potential for increasing the levels of cycling in the Borough. The vast majority of both Haringey (72.7 per cent) and Waltham Forest non-cycling residents (68.8 per cent) feel it is highly unlikely that they will cycle in the next year.
- 4.7.10 Analysis undertaken as part of the Biking Borough study details “potentially cycleable” trips based on the 2005–2008 London Travel Demand Survey (LTDS). This examines trips with an origin in Haringey currently made by mechanised modes that it assesses could be transferred to cycling. It excludes trips made by young children, elderly and disabled people, trips longer than 8km, trips made at night and trips made with heavy or bulky goods. This is a broad, high level assessment for purely illustrative purposes. Overall, the assessment concluded that **36 per cent** of all current trips are potentially cycleable, a total of 124,000 trips per day. In terms of the trips that could be transferred to cycling, the largest proportion are car trips (50 per cent), bus (37 per cent) and other public transport (8 per cent).

4.7.11 Of those that do not cycle, the highest proportion (26 per cent) are female in the 25-44 category. Of those that do cycle, the highest proportion are male and aged 25 to 44. There is a clear gender divide, with around a third of males never cycling compared to two-thirds of females.

**Figure 4.8 Cycling Behavioural Intentions**



**Cycle Parking**

4.7.12 There are currently 534 cycle parking spaces across the Borough, in the form of both Sheffield and Cyclehoop stands. Many of the stands are concentrated at key destinations and interchanges, including:

- Wood Green Tube – 15
- Turnpike Lane Station – 12
- Lordship Lane Recreation Ground – 10
- Finsbury Park – 10
- Bounds Green Station – 9

4.7.13 Table 4.4 presents the number of cycle parking stands installed in the London Borough of Haringey over time (provided by the Borough). A consistent trend of approximately 40-60 stands installed per year is evident, with an increase in installation over the period 2005-2009. This is particularly apparent for 2008-2009 when 141 cycle stands were installed.

**Table 4.4 Number of Cycle Stands installed**

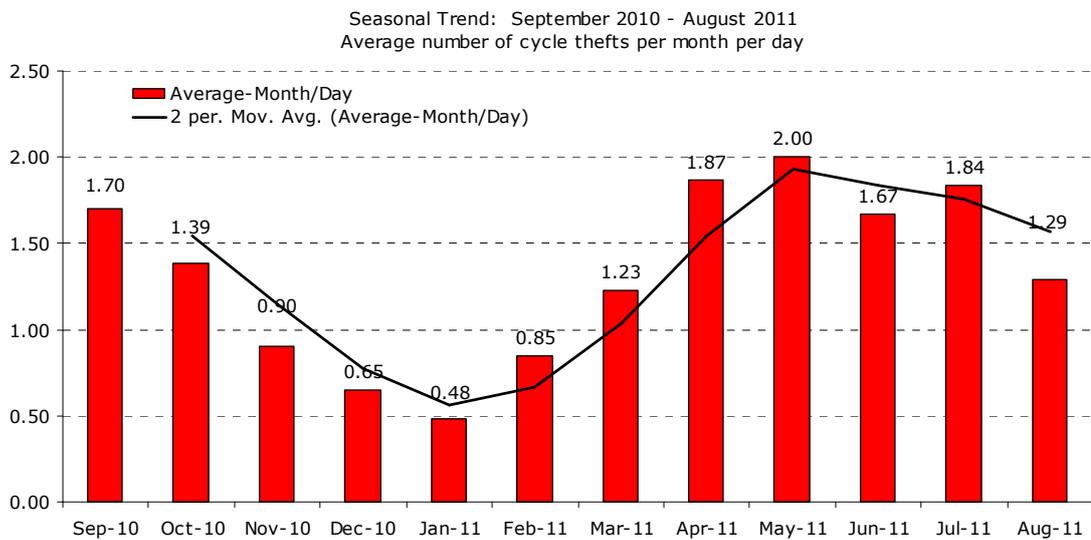
<b>Time Period</b>	<b>Number Installed</b>
No date	6
Pre- 2003	39
2003- 2004	50
2004- 2005	42
2005- 2006	76
2006- 2007	60
2007- 2008	62
2008- 2009	141
2010	58
<b>Total</b>	<b>534</b>

- 4.7.14 It is clear that an assessment of current demand should be undertaken at strategic cycle parking locations to ensure there are sufficient facilities to support the initiatives designed to bring about an increase in cycling.

#### **Cycle Theft**

- 4.7.15 Data provided by the London Borough of Haringey shows the level of theft/taking of a pedal cycle in the Borough over the last year. In total, there were 483 occurrences in the 12 months to August 2011. The highest frequency of thefts took place in May, July and September.

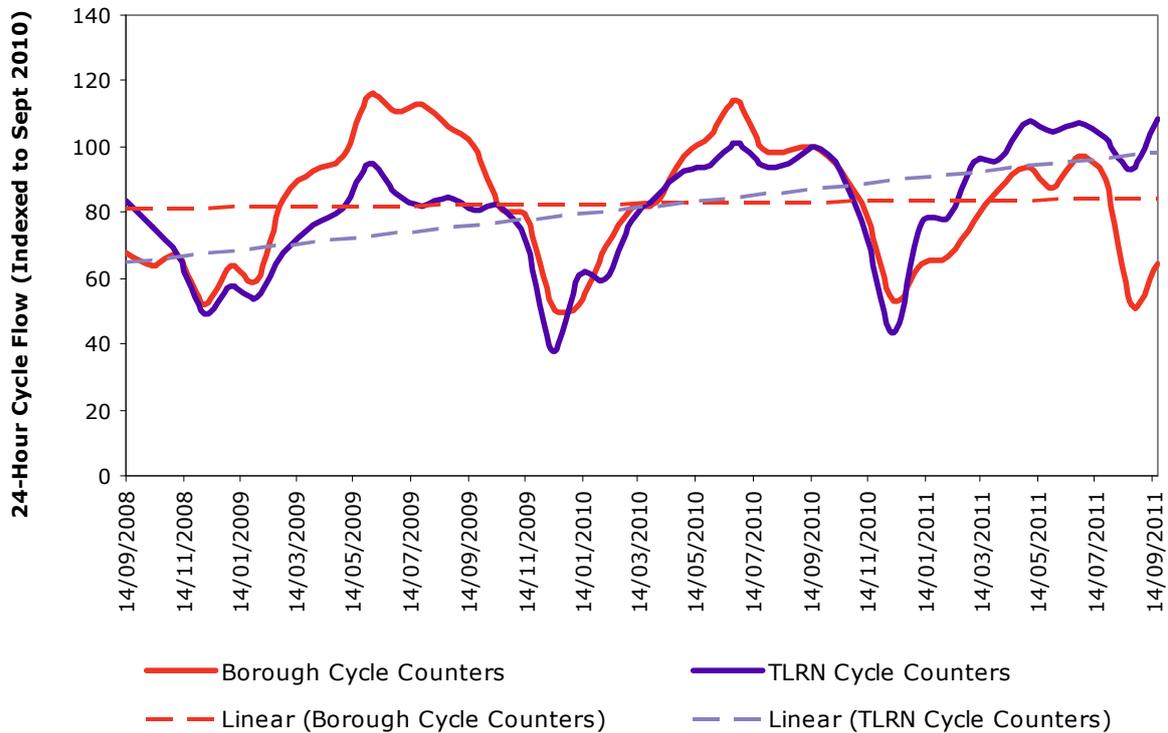
**Figure 4.9 Theft/Taking of Pedal Cycle Offences in Haringey: September 2010 - August 2011**



### Cycle Counts (TLRN)

- 4.7.16 TfL operates a network of 100 Automatic Traffic Counters monitoring cycling at 86 locations across London. Two of these are in Haringey. 24-hour 7-day average cycle flows were provided by TfL for two permanent cycle counters on the TLRN (High Road, Tottenham and Seven Sisters Road) as well as averages for Inner London as a whole. The count sites are all wholly within the Borough and boundary sites are excluded. These are illustrated in Appendix 2. Figure 4.10 below presents average flows indexed to September 2010.
- 4.7.17 Seasonal changes can be seen on both the TLRN and the Borough network. However, the overall trend is an increase in cycling on the TLRN but a slight decrease in the London Borough of Haringey. Table 4.5 supports this, showing almost a 10 per cent drop in cycling between 2010 and 2011 (September – September). The Outer London TLRN as a whole saw a rise in cycling of 12 per cent during this period.

**Figure 4.10 Volume of Cycling in Haringey and on the TLRN**



**Table 4.5 Trends in Cycling to September 2011**

% Change	Sept 09-10 – Sept 10-11
Borough	-9.46%
TLRN	12.14%

**Cycle Counts (Borough)**

4.7.18 Eighteen cycle counters were installed in the Borough in 2011 as part of the Biking Borough programme. A one-week snapshot of data was provided for 13<sup>th</sup> – 19<sup>th</sup> July 2011, and a summary of the average daily flows are set out in Table 4.6. Cycle trips are notably higher at weekends, suggesting cycling is used primarily for leisure time travel rather than for work purposes. The data was obtained during summer months when typically the level of cycling is higher, so it is important that future years are compared against the same week. The sites, ranked in order of flow volume, are as follows:

- Wightman Road
- Middle Lane
- Green Lanes (2)

- Lordship Lane
- Bound Green Road
- St Ann's Road
- Buckingham Road
- Priory Road
- Wood Green Road
- Green Lanes (1)
- White Hart Lane
- Wolves Lane
- Langham Road
- New Road
- Tottenham Lane
- Park Avenue South
- Palmerston Road
- Downhills Park Road

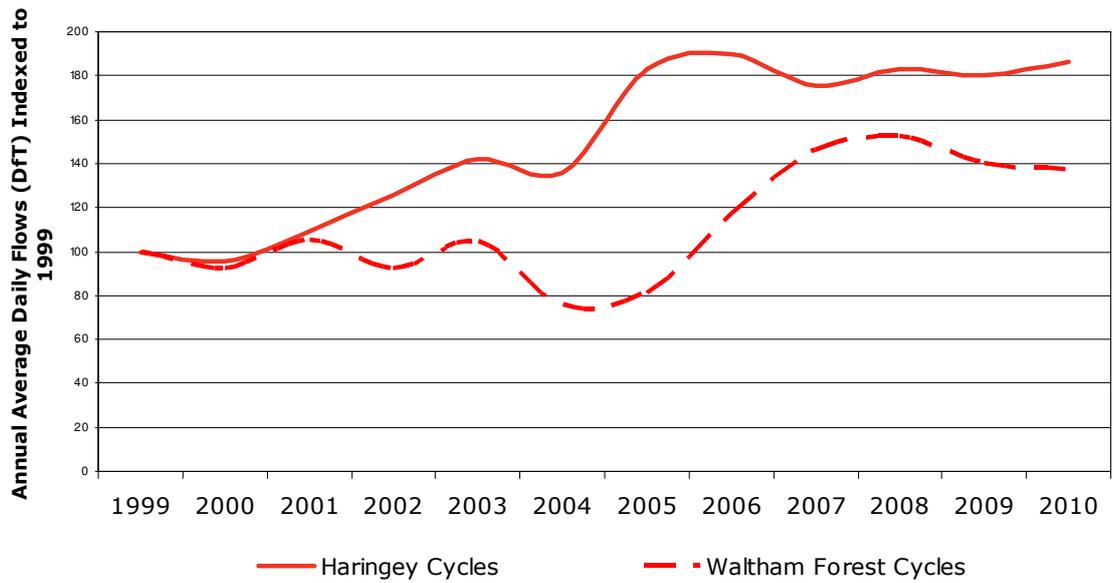
**Table 4.6 Trends in Cycling snapshot in July 2011**

July 2011	Average 24-hour flow (2-way)
Weekday Average	22.94
Weekend Average	49.23

**Cycle Counts (DfT)**

- 4.7.19 There are 46 count sites managed by the Department for Transport within Haringey recorded in the B Road Annual Traffic Survey.
- 4.7.20 The data (shown in Figure 4.11), showing the average daily flow (AADF) representing the number of cycles passing through the count point on an average day of the year, highlights an overall rise in cycling since 1999 and a stabilisation of the trend since 2007.

**Figure 4.11 Volume of Cycling in Haringey on DfT Network**



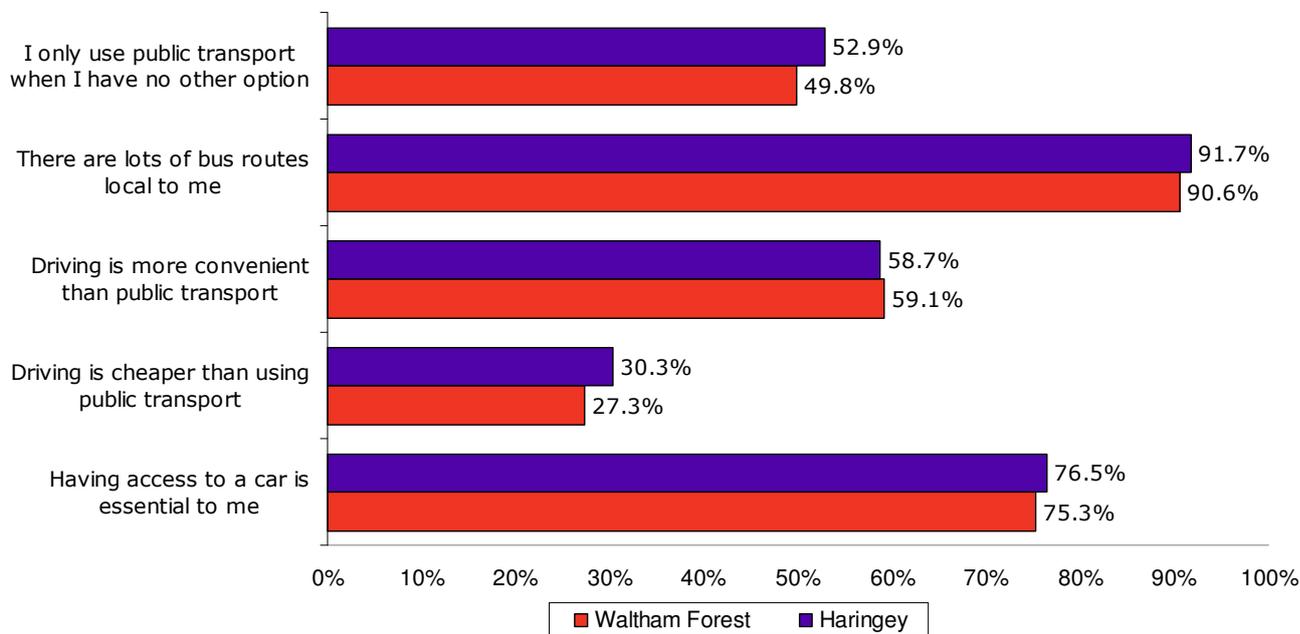
**National Road Traffic Survey, DfT**

- 4.7.21 It is apparent that there is some discrepancy between cycle data across different sources, and this has not been reconciled through isolating sites. The data provided in Figure 4.8, for LBH, is not considered suitably robust due to significant gaps in the data. It is therefore suggested that the Borough cycle counters, activated earlier in 2011, are used in future year monitoring.
- 4.7.22 Both DfT and TLRN counts shows a rise in cycling, and it is likely that this reflects the trends in Haringey. This will be difficult to assess until Year 1 of the programme, once the cycle counters in the Borough have been operational for a full year.

4.8 Public Transport

Attitudes to Public Transport

Figure 4.12 Attitudes to Public Transport



4.8.1 Respondents were further asked to state whether or not they agreed with a number of statements about public transport and car use, with the percentage of 'agree' responses shown in Figure 4.12.

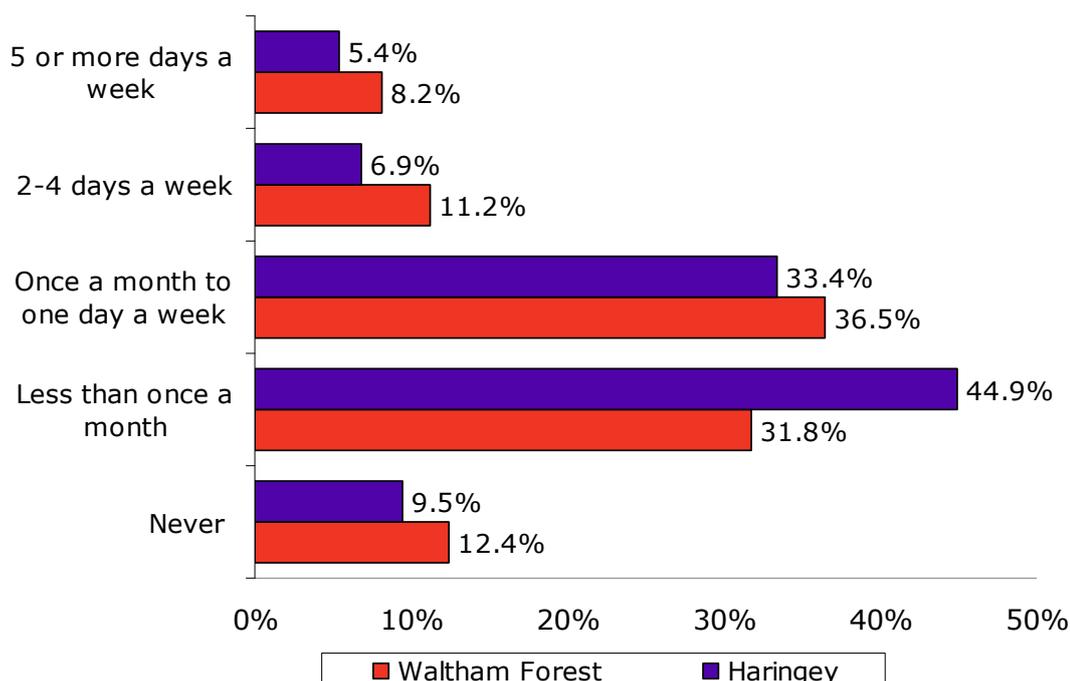
4.8.2 In both the LBH and control area, almost 60 per cent of respondents claim driving to be more convenient than public transport, and approximately 50 per cent said they only use public transport when there are no other options available. Further, approximately 75 per cent of respondents claim that having a car is essential to them, despite only 30.3 per cent believing that driving is cheaper than using public transport. Regardless of the above negative attachments to public transport, provision appears good with approximately 90 per cent of respondents recognising the there are lots of bus routes in their local vicinity.

4.8.3 These trends between the two areas are highly consistent, proving a highly useful benchmark against which to compare Haringey in the future. Initiatives to address attitudinal changes should thus be incorporated into Travel Plans and the wider Smarter Travel Haringey programme to encourage residents to use alternative means to their car.

Rail Use

4.8.4 Figure 4.13 illustrates the current frequency of use of rail by respondents. Only 12.3 per cent of Haringey respondents are regular rail users (travelling at least 2 days a week by rail), but less than 10 per cent of residents never travel by rail. This suggests that Haringey residents are receptive to the advantages of using rail, as indicated earlier by the recognition that public transport is a cost effective alternative to the car.

Figure 4.13 Frequency of Rail Use



Response Base: Haringey 583; Waltham Forest 233

4.8.5 The table below summarises the number of entries and exits at Haringey Stations between 2007 and 2010. Although it is recognised that these figures are influenced by many outside factors, it gives an indication of rail trends in the area. The table below shows that rail patronage has fallen by 10 per cent between 2007/8 and 2009/10, highlighting a decline in public transport use. This may be due to the limitation in the data (see footnote) and the rise in use of travelcards, so this will not be used as an indicator for the success of STH.

**Table 4.7 Entries and Exits at Rail Stations in Haringey, Office of Rail Regulation<sup>7</sup>**

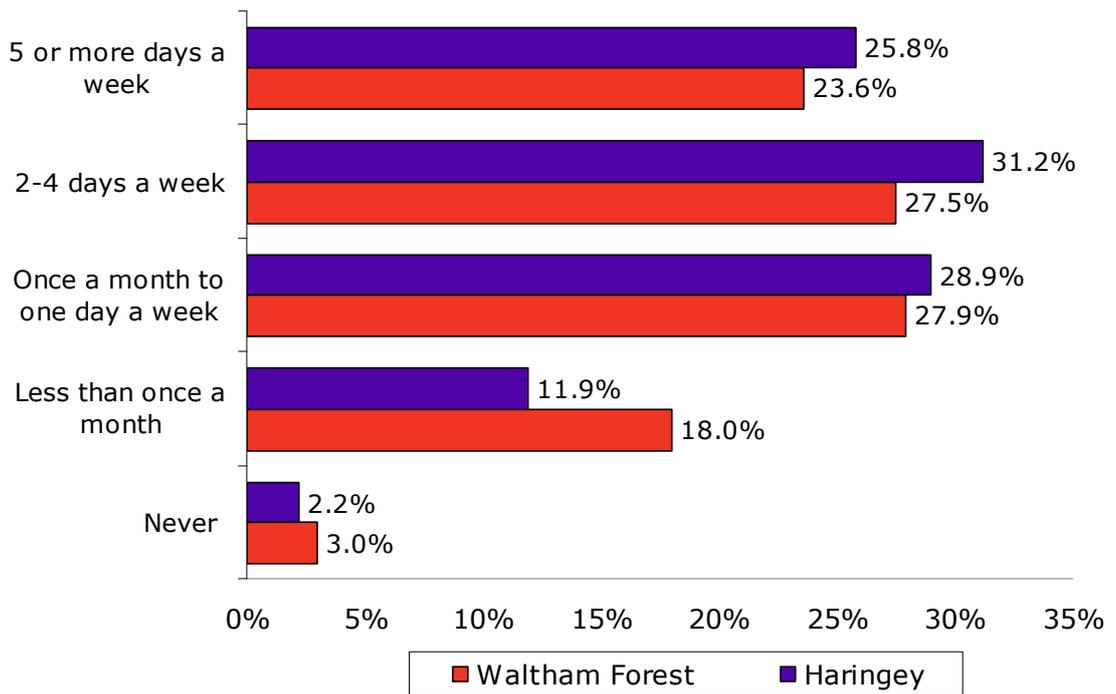
Year	2007-8	2008-9	2009-10
Total Entries and Exits	12,467,041	11,552,238	11,164,053

<sup>7</sup> Station usage data consists of estimates of the total numbers of people entering, exiting and interchanging at stations. It does not include those stations that are owned by London Underground. The ticketing system does not record certain journeys made using TfL bought travelcards, TfL Freedom Passes, staff travel passes and certain other PTE specific products. For example, a large proportion of tickets sold in London are not recorded in the ticketing system, and so will have a significant impact on the London figures in the station usage file.

**Bus Use**

4.8.6 Figure 4.14 shows the current level of bus use among Haringey and Waltham Forest residents. Bus services are more widely used than rail services by Borough residents, with 57 per cent of Haringey residents being regular bus users (at least twice a week). Only 2.2 per cent of Haringey residents, and 3 per cent of Waltham Forest residents, never travel by bus. There is potential to encourage the occasional bus users (40 per cent) to travel more regularly, as they are already receptive to the benefits of bus travel and are likely to have some familiarity with the services available.

**Figure 4.14 Frequency of Bus Use**

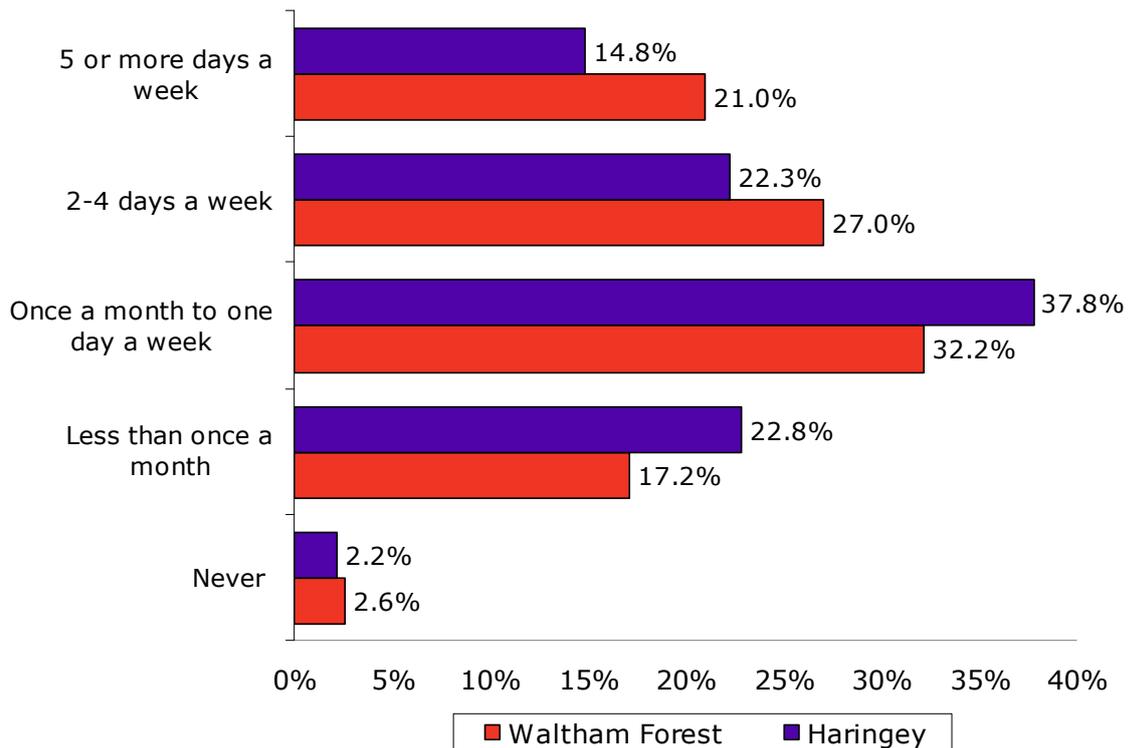


**Response Base: Haringey 583; Waltham Forest 233**

**Underground Use**

4.8.7 Respondents were asked how frequently they travel by underground. Although there are more regular underground users in Waltham Forest, over a third of Haringey residents travel by underground at least twice a week, and only 2 per cent never use the underground. This shows a similar trend to bus use, with a large proportion of occasional users (once a week or less).

**Figure 4.15 Frequency of Underground Use**



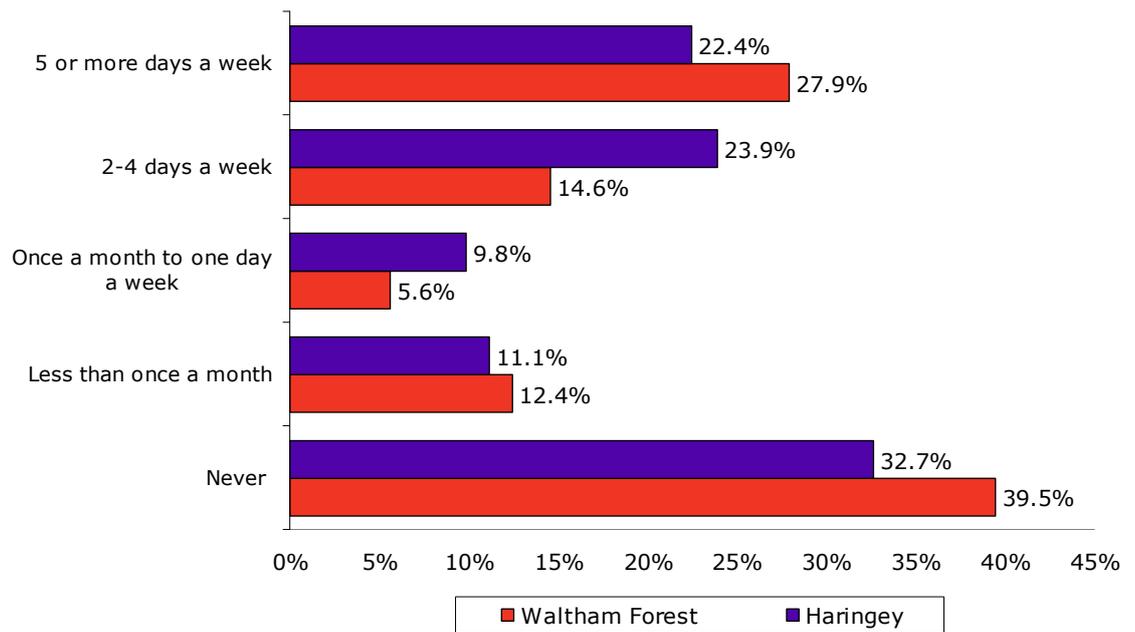
**Response Base: Haringey: 539 Waltham Forest: 223**

**4.9 Traffic**

**Car Use**

4.9.1 Figure 4.16 illustrates the frequency of car use (as driver) in the Borough. Although nearly a quarter of respondents (22.4 per cent) use the car at least five times a week, around a third of respondents never drive a car, reinforcing some of the trends apparent in the MOSAIC data (a notable proportion of residents lead a 'car free life'). Waltham Forest shows an exaggeration of this trend, with more people who drive at least five days a week (27.9 per cent), and more people who never drive (39.5 per cent).

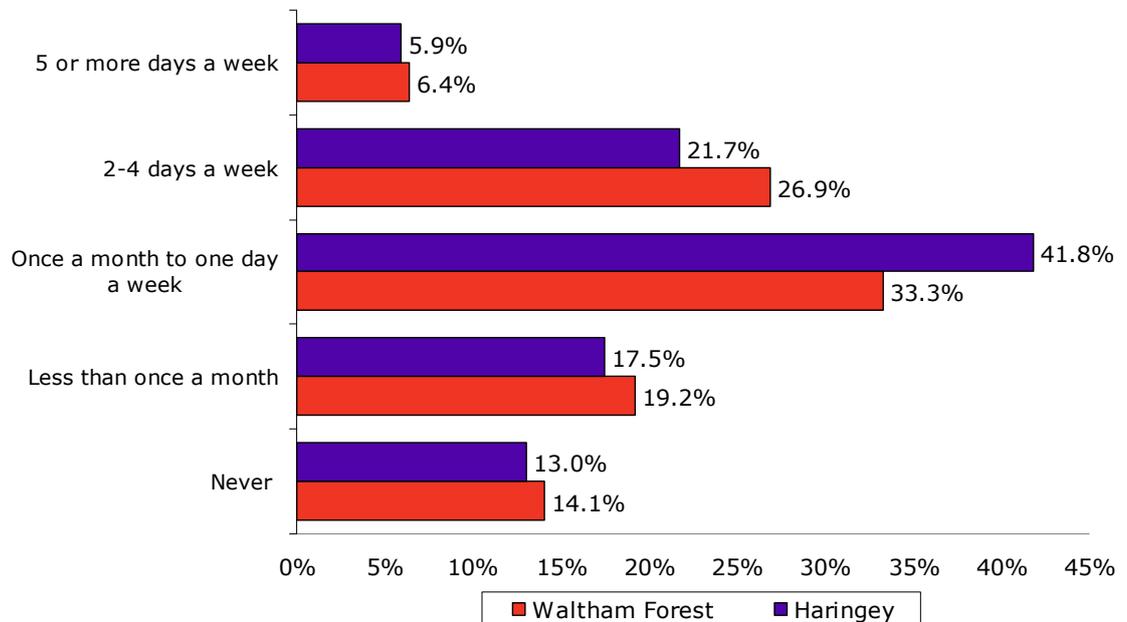
**Figure 4.16 Frequency of Car Use (Driver)**



Response Base: Haringey 583; Waltham Forest 233

4.9.2 Figure 4.17 illustrates frequency of travel by respondents as a passenger in a car. Over a quarter of Haringey respondents travel as a passenger frequently (twice a week or more) and the majority travel in this way occasionally (once a week or less).

**Figure 4.17 Frequency of Car Use (Passenger)**

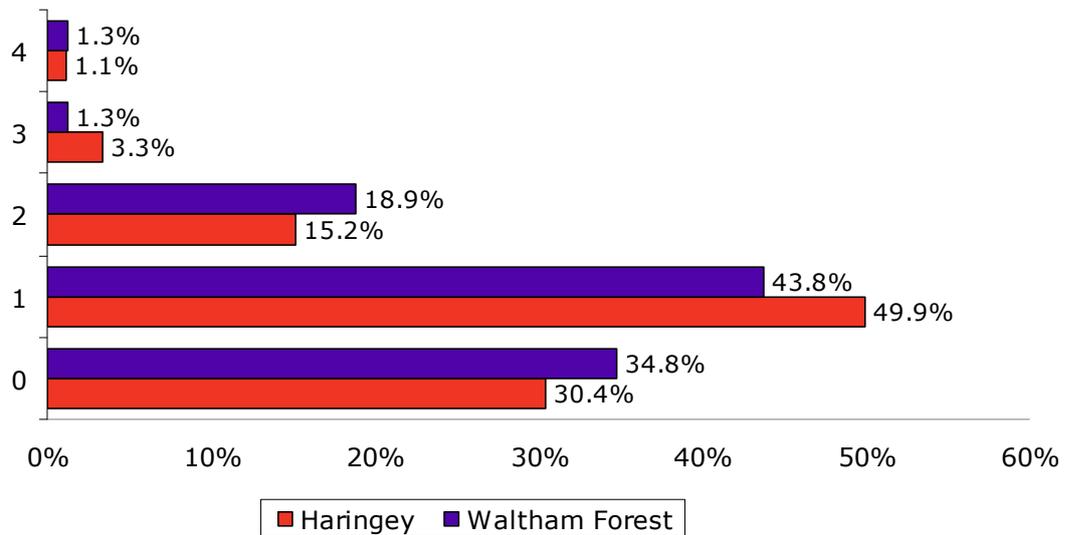


Response Base: Haringey 583; Waltham Forest 233

**Car Ownership**

4.9.3 Of the survey respondents, 69.6 per cent have access to one or more vehicles, with only 30.4 per cent without access to a private car. This is somewhat higher than the 53 per cent car ownership recorded in the 2001 census, but may reflect the changes over the past 10 years. Residents of Haringey are more likely to only have one vehicle than Waltham Forest residents, but Waltham Forest residents are more likely to own no vehicles.

**Figure 4.18 Number of Cars Available to a Household**

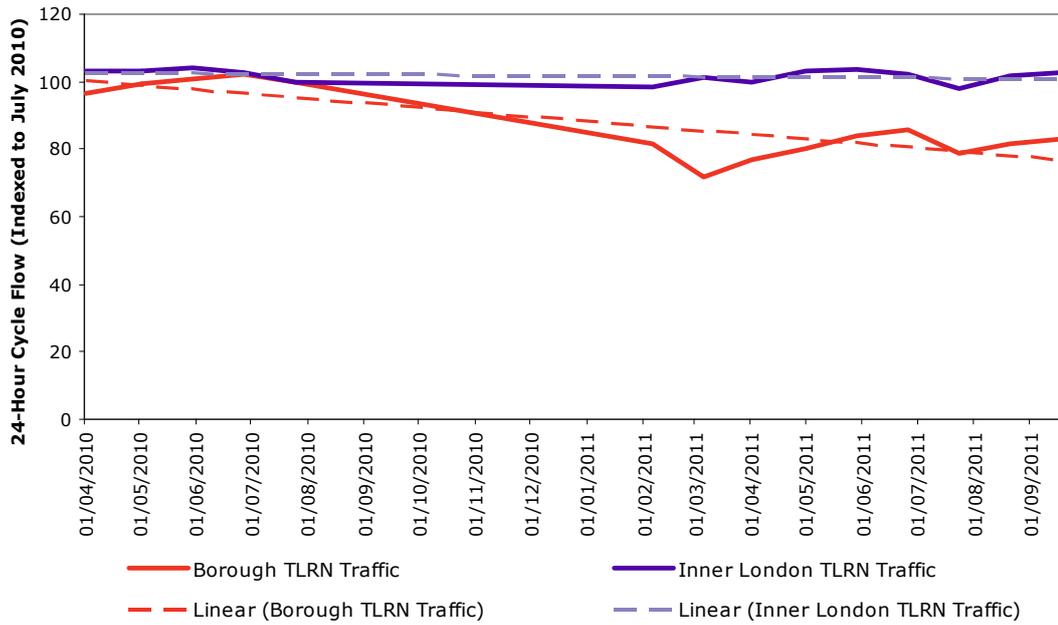


**Response Base: Haringey 540; Waltham Forest 233**

4.9.4 There are three traffic counters wholly within the London Borough of Haringey (High Road, Seven Sisters Road and Upper Tollington Park). The Borough data represents a 24 hour weekday average (combined directions), and the Inner London TLRN data represents 24 hour weekday averages (one-way). Figure 4.19 below summarises the trends over time, indexed to July 2010. It should be noted that the data is incomplete in places but shows a slight downward trend in traffic levels which is reflective of the overall London and National trend<sup>8</sup>.

<sup>8</sup> <http://www.tfl.gov.uk/assets/downloads/corporate/travel-in-london-report-3.pdf>

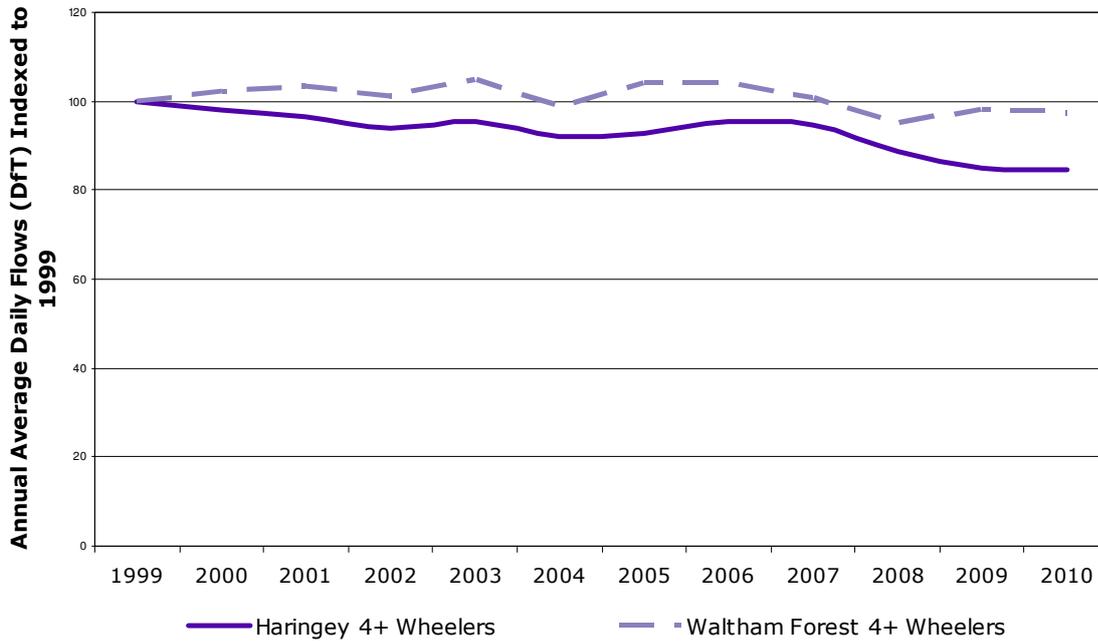
**Figure 4.19 Traffic on the TLRN**



**Traffic on the DfT Network**

- 4.9.5 There are 46 count sites managed by the Department for Transport within Haringey recorded in the annual B Road Annual Traffic Survey.
- 4.9.6 The data, showing the average daily flow (AADF) and representing the number of vehicles passing through the count point on an average day of the year, shows an overall decrease in traffic since 1999 and a stabilisation of the trend over the last two years, in line with what has been seen on the TLRN.

**Figure 4.20 Traffic on the DfT Network**



**National Road Traffic Survey, DfT**

**4.10 Travel Plans**

**School Travel Plans**

4.10.1 The key objective of school travel planning is to bring about a change in attitudes and travel behaviour of the whole school community - including staff, pupils and parents. Table 4.8 presents the modal split results from completed school travel surveys in Haringey between September 2010 and September 2011.

**Table 4.8 Haringey School Staff & Pupil Mode Share Data (iTrace Sept 2010 - Oct 2011)**

Mode	Haringey		Waltham Forest	
	2009/10	2010/11	2009/10	2010/11
<b>Car</b>	21.5%	15.4%	19.5%	19%
<b>Car Share</b>	1.2%	0.9%	2.8%	2%
<b>Bus</b>	13.3%	18.9%	13.6%	10.7%
<b>Rail</b>	0.5%	1.6%	0.2%	0.4%
<b>Bicycle</b>	3.2%	1.7%	2.1%	2%
<b>Foot</b>	58.7%	60.6%	61.2%	64.1%
<b>Park/Walk</b>	1.5%	0.4%	0.0 %	0.2%
<b>Other</b>	21.0%	0.6%	0.6%	1.7%

- 4.10.2 Results illustrated in Table 4.8 are encouraging- suggesting that the majority of pupils travel to school by foot, and that there has been positive mode shift in just one year. Following this, bus and then car are most frequently used. A low proportion of pupils are found to travel by rail (1.6 per cent) or bicycle (1.7 per cent) suggesting there is potential for modal shift to be encouraged, that is, a shift from car use to alternative means. This is particularly true for bicycle use as the high proportion of pupils travelling by foot in the Borough suggests that the catchments areas are fairly compact.
- 4.10.3 When comparing Haringey with the control area, Waltham Forest, similar modal splits are apparent. Foot is the most common means for pupils to travel to school in both areas. Whilst other values are fairly consistent, there are differences in the values obtained for car and bus use, with the car superseding the bus in the control area. However, with such knowledge Waltham Forest would prove a useful means of comparison for future analysis of the impact of Smarter Travel Haringey.
- 4.10.4 At present in Haringey, there are 103 schools involved with a school travel plan. Of these, 71 have been approved. Schools currently with an 'engaged in travel plan' status have been rated on their success level. Few schools in any location have been deemed 'Outstanding' or 'Higher'. Across London, approximately three quarters of schools do not have an accredited travel plan in place, with approximately a quarter following 'Sustainable' travel plans. Conditions in Haringey and Waltham Forest are not as encouraging, with only 12 per cent and 6 per cent of schools with 'sustainable' travel plans respectively. This illustrates the potential to positively influence school travel in the Haringey borough.

### Workplace Travel Plans

- 4.10.5 There are currently 14 businesses in Haringey engaged at some level with travel planning- be it an expression of interest or a developed travel plan. Six travel plans are active but only two have been surveyed. There are plans in place to increase this number, as well as the

## 4 Monitoring and Evaluation

level of monitoring, in 2012 and will be reported on in future years once there is a robust volume of data.

- 4.10.6 There is therefore a clear opportunity to kick-start Workplace Travel Planning with the STH programme and attempt to influence travel to work.

### 4.11 Car Clubs

- 4.11.1 Haringey's Car Club scheme was expanded in April 2011, and now offers Streetcar/Zipcar members access to **87 on-street vehicles as well as 9 vehicles based off street**; which include cars and vans. The expanded service means that there are now car club bays at many more convenient locations across the Borough. The Council has funding for 20 new spaces in 2011/12.

- 4.11.2 As of May 2011, there were 4000 car club members in LBH. Analysis within the LIP 2011-2014 suggests car club provision has only met 10 per cent of the potential demand, representing high potential for growth in this area.

### 4.12 Road Safety

- 4.12.1 Road safety statistics are available to July 2011<sup>9</sup>, as provided by TfL's Modal Policy Unit. It should be noted that this data is provisional and subject to change. The numbers already indicate that the Borough is making progress towards its 2014 LIP target but this will be confirmed by future LIP monitoring. It should be highlighted that there were no fatal accidents involving children, and the vast majority of child casualties were recorded as 'slight'. There were three adult fatalities; therefore the remaining 63 incidents resulted in a serious injury.

**Table 4.9 KSIs year to July 2011**

All KSIs (July 2010 – July 2011)	Child Casualties (Base 2004 - 2008) Includes 'slight' casualties
66	79

### 4.13 Air Quality

- 4.13.1 The London Air Quality Network website<sup>10</sup>, maintained by King's College London provides air quality information for Greater London. Measurements are generated from monitoring sites hourly or twice daily. Table 4.10 presents data extracted from this site, quantifying the PM10 Particulate and Nitrogen Dioxide annual mean (ug/m3) for Haringey. Further, it outlines whether pollution levels recorded remained within the Government's Air Quality Strategy

<sup>9</sup> Note: the LIP data is taken from a different time period so is not directly comparable to the baseline and/or target

<sup>10</sup> [http://www.londonair.org.uk/london/asp/publicstats.asp?region=0&site=HG2&bulletin=hourly&la\\_id=14&statyear=2011&postcode=&MapType=Google](http://www.londonair.org.uk/london/asp/publicstats.asp?region=0&site=HG2&bulletin=hourly&la_id=14&statyear=2011&postcode=&MapType=Google)

#### 4 Monitoring and Evaluation

Objectives for the respective year, with red figures signifying that the objectives were not achieved.

**Table 4.10 Air Quality in Haringey**

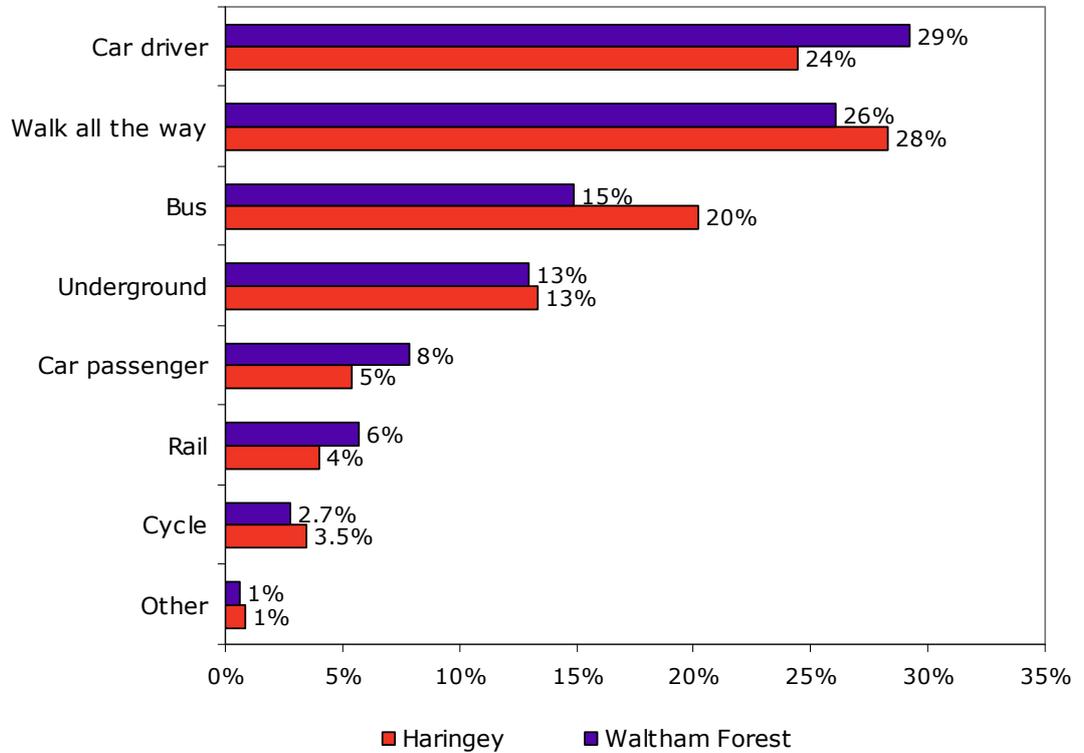
	PM10 Particulate				Nitrogen Dioxide			
	2011	2010	2009	2008	2011	2010	2009	2008
<b>Priory Park</b>	20	17	18	20	27	34	34	-
<b>Town Hall</b>	27	-	-	32	36	44	42	37

- 4.13.2 Table 4.8 illustrates that for both Priory Park and Town Hall, figures for PM10 Particulate and Nitrogen Dioxide typically reach the Government's Air Quality targets. However, Town Hall in 2009 and 2010 did exceed Nitrogen Dioxide targets, highlighting an important focal area for future improvements to be made as part of Smarter Travel Haringey.

4.14 Mode Share

4.14.1 Figure 4.21 summarises the overall mode share derived from the travel diary element of the questionnaire.

Figure 4.21 Mode Share



4.14.2 Trips by car, either as driver or passenger (29 per cent) accounted for the highest mode share, followed by, encouragingly, walking at 28 per cent of trips. This reinforces the positive attitudes outlined elsewhere in the research with residents. Bus was the favoured public transport mode, accounting for a fifth of trips, followed by underground (13 per cent) and then rail, at only 4 per cent. Cycling mode share was relatively high, at 3.5 per cent compared to 1.7 per cent in Waltham Forest and 1.7 per cent in the 2006/7-2008/9 LTDS.

# 5 Conclusions

## 5.1 Key messages from the Research

- 5.1.1 The key findings, outlined below, provide a number of opportunities and threats to the programme, which are discussed in Section 5.2.

### Key Findings

Seventy-nine per cent of respondents support the investment in Smarter Travel Haringey. This serves as a positive starting point for the programme, with the majority of residents having 'bought-in' to the scheme already.

### Walking and Cycling

- iTRACE data shows 1.7 per cent of pupils currently cycle to school, and 64.1 per cent travel by foot.
- 62.7 per cent agree that the benefits of walking and cycling outweigh the convenience of using a car.
- 56 per cent have a lack of confidence in cycling on the road.
- 15 per cent of Haringey residents are already regular cyclists; 45.3 per cent never cycle.
- 44 per cent of residents have at least one bicycle in their household.
- 6.6 per cent of non-cyclists are attracted to cycling in the next year and probably will.
- 58.9 per cent of respondents are attracted to walking more in the next year and probably will.
- 36 per cent of Borough trips are 'potentially cycleable'.
- TLRN Count data suggests a drop in cycling levels since 2008.
- Over 500 cycle stands have been installed in the last 10 years (58 in 2010).

### Public Transport

- 91.6 per cent agree there are lots of bus route local to them; 57 per cent of respondents stated they were regular bus users (at least twice a week).
- 12.3 per cent of respondents are regular rail users; although 12.4 per cent never use rail.
- 37.1 per cent are regular underground users.
- There has been a slight drop in passenger counts at Haringey stations over the last 3 years.
- 18.9 per cent of school children travel by bus, and 1.6 per cent by rail.

### Car Use, Air Quality and Road Safety

- 32.7 per cent of respondents never drive a car and 22.4 per cent drive five times a week or more.
- 69.6 per cent of respondents have access to one or more vehicles.
- 15.4 per cent of children travel to school by car (alone) and 0.9 per cent car share.
- There has been a slight drop in traffic since 2008, in line with London and National trends.
- The Borough achieved its targets for PM10 and Nitrogen Dioxide in 2011.

## 5.2 Fostering the conditions for modal change

### Opportunities

Committed investment through the Biking Borough programme allows for 'soft' and 'hard' cycle initiatives to make maximum opportunity of the 36 per cent of cyclists who are attracted to cycling more in the next year. The cycling behaviour research shows there are groups of residents within 'easy reach' of cycling (those who are attracted to cycling), and others that are 'near market' and could be persuaded with targeted initiatives.

The level of cycle theft should be lowered or at least maintained by working closely with the Metropolitan Police to identify 'hot spots' and mitigation measures if the level increases. If the number of thefts is being compressed by reluctance to report thefts, this should also be addressed.

Bicycle ownership is high and many Haringey residents can be classified as 'environmentally aware' or living a 'car free lifestyle'. This, along with the results of the attitudinal research, suggests there is a pre-existing awareness of the environmental and practical advantages of travelling sustainably.

Car ownership is relatively high compared to the proportion of people who use their car frequently; this disparity suggests potential for increasing car sharing and use of car club vehicles, which is recognised in the LIP. This would allow individuals the flexibility of car use without the financial commitment, and is likely to help increase the number of people that make short journeys by non-car modes.

Trends amongst school children are positive; with nearly two-thirds travelling by foot and 1.7 per cent travelling by bicycle. The level of walking should be maintained, and the level of cycling increased. It is hoped that the positive mode share used by young people now is reflected in their future travel choices, and that by working with families as a whole the influence can be widened and the potential of School Travel Plans realised.

The trends in traffic seem to reflect the recent decreases in traffic in London as a whole, possibly attributed to the impact of the recession. The number of casualties in Haringey's road, although provisional, shows the Borough is on track to meet its LIP targets and the Smarter Travel programme will continue to support this.

Public transport is used to some extent by the vast majority of respondents. Links are good, with numerous National Rail, Underground and Bus routes in the Borough. Research indicated that residents are satisfied with provision of bus services in particular, and accept that public transport can be cheaper than driving. This gives a good baseline position for promoting more regular use of public transport by those who use it occasionally, or for particular journey purposes. This potential could be unlocked by promoting discount products available for rail, for example.

Workplace Travel Plans also offer an 'untapped market' and would have a positive impact on mode share as well as the wider economy and environment. iTRACE provides a ready-made monitoring mechanism.

The installation of Borough cycle counters will allow for more accurate and ongoing monitoring of cycle trends in future years; the Borough should work closely with TfL to ensure the TLRN data is suitably robust.

The launch event for the programme, at the Green Lanes Food Festival, showed clear receptiveness to the messages of Smarter Travel Haringey.

### Key opportunities:

- Encourage those who use public transport occasionally to increase the frequency and type of journeys they use the bus, rail and tube for.
- Encourage those with an access to a bicycle to utilise cycling for short journeys.
- Encourage those who use their car infrequently to make use of car clubs and car sharing.
- Tap into the opportunities offered by workplace and school travel planning.

In comparison to the early years of Smarter Travel Sutton, Haringey is starting from a more positive baseline, although that does not necessarily indicate that the programme will be more effective. It does however reinforce the willingness of Haringey residents to consider their travel options.

### Threats

Three-quarters of Haringey residents felt that a car is essential to them, showing a reliance on the car, despite only a quarter using it on a frequent basis (5 days a week or more). Similarly, almost 60 per cent felt driving was more convenient than public transport, so it will become important to promote the ease of rail, tube and bus travel to this group.

Fifty-four per cent of Haringey residents felt it was highly unlikely that they will cycle more in the next year, so there are still significant barriers to overcome.

The barriers to cycling included confidence on the road, which can be overcome with promotion and provision of cycle training to children and adults, and provision for cyclists, which is likely to require more significant investment in routes, signage and cycle parking. These improvements may also help raise the level of cycling amongst school children, which is currently at 1.7 per cent according to iTRACE data. Anecdotal information collected from roadshow events highlighted lack of cycle paths as a specific key concern.

## 5 Conclusions

Cycle and traffic count data on the TLRN is inconsistent across the year and it is likely to be the case in future years, meaning Borough data is not robust. The overall TLRN counts can be effectively used as a benchmark of trends in the area.

There has been a drop in entries and exits at rail stations over the last few years, although this is not necessarily indicative of the trends in Haringey itself, due to the number of external factors. This decrease should act as a guide to the trends in rail travel, and measures focussed accordingly. Research shows there is general positivity towards public transport so this should be built upon.

Travel plans, although not a focus for the Borough, provide a source of mode share data and an understanding of trends in workplaces and can be assessed using iTRACE. At present this data is not available via iTRACE and the preference would be for this tool, or a comparable alternative, to be better utilised to standardise travel plan monitoring across the Borough.

### 5.3 Monitoring recommendations

5.3.1 The initial baseline review has highlighted a number of strengths and weaknesses in the current availability of data:

- Undertake telephone survey in advance of October half term, allowing a minimum of three weeks to collect responses to allow for a greater sample size (minimum of 750 in Haringey and 250 in Waltham Forest is recommended).
- Ensure monitoring coincides with annual LIP monitoring.
- Actively monitor and report on workplace travel planning activities.
- Utilise the Biking Borough ATC data as a key source of traffic and cycle flows, to ensure consistency of data over the course of a year. Potential to undertake regular snapshot occupancy counts will support the case for going investment in cycle parking.

### 5.4 Next Steps

5.4.1 This report forms the baseline for future monitoring and evaluation of the Smarter Travel Haringey programme and will feed into the further development and refinement of the schemes and initiatives as a whole.

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# Appendix 1 – Questionnaire

# Briefing Note

Project Title:	Smarter Travel Haringey Baseline Survey and Reporting
MVA Project Number:	C3A759
Subject:	Questionnaire
Note Number:	Version: 1
Author(s):	Sophie Murphy
Reviewer(s):	Katie Hall
Date:	30 September 2011

## Quotas

### REGION

Haringey (Target)	1	DEFINED FROM SAMPLE
Waltham Forest (Control)	2	DEFINED FROM SAMPLE

Interlocking quotas by age/gender within each of the 2 regions above

	Haringey	Waltham Forest
Male 18-24	52	16
Male 25-44	184	58
Male 45-64	85	31
Male 65+	48	18
Female 18-24	53	17
Female 25-44	191	60
Female 45-64	88	32
Female 65+	50	19
<b>Total</b>	<b>750</b>	<b>250</b>

## Screener Section

### Intro for RDD

**Good Morning. My name is .... and I am calling from Teamsearch, an independent research agency. We are carrying out a survey on behalf of the London Borough of Haringey about travel in your local area.**

**Would you or somebody else in your household be able to help us? The survey will take about 15 minutes.**

INTERVIEWER: IF WE ARE SHORT OF PARTICULAR QUOTAS, E.G. MEN OR 18-24 YEAR OLDS, PLEASE ASK IF THERE IS ANYBODY LIKE THIS WE CAN INTERVIEW IN THE FIRST INSTANCE

IF NECESSARY: May I assure you that we are a member of the Market Research Society and follow their strict Code of Conduct. As such you will not be subject to follow-up sales of any kind & all your answers will remain confidential and reported back to the London Borough of Haringey as aggregated data

- Yes
- No

ASK ALL

**Before we start, may I just check a couple of classification questions...**

**QPOSTCODE Can I please take a note of your FULL postcode?**

INTERVIEWER: PLEASE ENTER WITH CORRECT SPACING. E.G. SW15 5UU OR KT1 3UU  
IF REFUSED ENTER REFUSED

ADD IF NECESSARY: WE NEED TO TAKE YOUR FULL POSTCODE AS WE ARE INTERESTED IN SPEAKING TO PEOPLE IN SPECIFIC AREAS OF LONDON. WE WILL NOT USE YOUR POSTCODE FOR ANY OTHER REASON AND YOU WILL NOT RECEIVE ANY CORRESPONDENCE FROM US OR ANYONE ELSE [CLASSIFY AS CONTROL OR TARGET DEPENDING ON POSTCODE. THANK & CLOSE IF REFUSED]

QPOSTCODE2. INTERVIEWER: USE SEARCH FACILITY TO CODE POST CODE  
[CATI TO DISPLAY LIST OF POSTCODES IN HARINGEY/CONTROL AREA Code as 1/2 depending on region]

ASK ALL

**QEXEMPT: Do you or does anyone in your household work for any of these organisations?**

READ OUT

- |   |          |
|---|----------|
| 1. London Transport/Transport for London          | CLOSE    |
| 2. London Underground                             | CLOSE    |
| 3. Transport department of Haringey Council       | CLOSE    |
| 4. British/National Rail/ Train operating company | CLOSE    |
| 5. Taxi or Minicab firms*                         | CONTINUE |
| 6. Coach or Bus operators                         | CLOSE    |
| 7. Market research                                | CLOSE    |
| 8. (None/Don't know)*                             | CONTINUE |

IF CODE 1, 2, 3, 5 OR 6 THEN THANK & CLOSE

**In order to make sure that we are interviewing a good cross section of people can I ask a few questions about yourself.**

**QAGE: May I just ask what your age was at your last birthday?** [CHECK QUOTA]

ENTER EXACT AGE

USE -1 FOR REFUSED

IF REFUSE AGE – PROMPT WITH AGE BANDS:

1. Under 18
2. 18 – 24
3. 25 – 44
4. 45 – 64
5. 65+
11. Refused

**NOTE FOR SCRIPT WRITER – PLEASE PROGRAMME ANSWERS TO READ INTO DUMMYQAGE**

**IF AGED 17 OR LESS**

**QAGE2: It is possible to speak to someone in the household aged 18 or over please?**

1. Yes – Take referral
2. No - Close

**QGENDER: (Do not ask)**

[CHECK QUOTA]

1. Male
2. Female

**WORKSTAT: Are you ...?**

READ OUT, SINGLE CODE

1. Working full time (30+ hours a week)
2. Working part time (less than 30 hours a week)
3. A full time student
4. A part time student
5. Not working – looking for work
6. Not working – not looking for work
7. Retired
8. Looking after family and home
9. Other (please write in)  
(Refused)

**Section A – Introduction**

A1: CATI TO RECORD WHAT DAY OF THE WEEK THE INTERVIEW WAS CONDUCTED

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday

ASK ALL

**QHOUSEHOLD: How many adults are there in your household?**

**QHOUSEHOLD KIDS: And how many children aged under 18 are there in your household?**

ENTER NUMBER

USE -1 FOR REFUSED

**Section B – HOUSEHOLD VEHICLES AND USE OF TRANSPORT MODES**

ASK ALL

**B1: How many of each of these types of vehicles does your household own or normally have access to?**

WRITE IN TOTAL NUMBER OF EACH IN BOXES. IF NONE, WRITE IN 0. DO NOT INCLUDE VEHICLES 'FOR SALE' IF RESPONDENT IS A VEHICLE TRADER, OR VEHICLES OWNED BECAUSE A HOUSEHOLD MEMBER IS AN 'ENTHUSIAST/COLLECTOR' (I.E. THEY ARE NOT USED ON A DAY-TO-DAY BASIS)

- a. Car (inc. people carriers, 4 x 4s etc.) .....
- b. Motor cycle or moped.....
- c. Small van.....
- d. Other van or lorry.....
- e. Other motor vehicle (**WRITE IN**) ... ..
- ...
- 
- f. Bicycle.....

**B2: Thinking about the situation 12 months ago, how many vehicles of each of these types did your household own or normally have access to?**

WRITE IN TOTAL NUMBER OF EACH IN BOXES. IF NONE, WRITE IN 0.  
DO NOT INCLUDE VEHICLES 'FOR SALE' IF RESPONDENT IS A VEHICLE TRADER, OR VEHICLES OWNED BECAUSE A HOUSEHOLD MEMBER IS AN 'ENTHUSIAST/COLLECTOR' (I.E. THEY ARE NOT USED ON A DAY-TO-DAY BASIS)

- a. Car (inc. people carriers, 4 x 4s etc.) .....
- \_\_\_\_\_
- b. Bicycle.....

ASK IF CAR CODED AT B1(a). OTHERS GO TO FILTER BEFORE OBIKE

**QDRIVE: Do you ever drive the car(s)?**

**Briefing Note Version: 1**

1. Yes
2. No
3. Don't Know

ASK QBIKE IF CHOSE Bicycle at B1. **B1>0**, REST SKIP TO B6

**QBIKE: Can you tell me about the ownership/ use of the bicycle(s) in your household. Would you say...?**

READ OUT & CODE ONE ONLY

1. It's my own bicycle and I use it
2. It's my own bicycle but I don't use it
3. It's someone else's bicycle which I use
4. It's someone else's bicycle which I don't use

ASK ALL

**B6: Currently, how often do you use the following means of transport when travelling in London?**

ASK QUESTION FOR EACH METHOD OF TRANSPORT. READ OUT SCALE. CODE ONE IN EACH COLUMN

	Underground	Bus	National Rail / London Overground (2)	Car – as Driver	Car – as Passenger	Walking <sup>1</sup>	Bicycle	Motorcycle	Black Cab/ Taxi/ Minicab (not a taxi)
5 or more days a week .....	...1...	...1...	...1...	..1...	..1...	..1...	..1...	..1...	..1...
3 or 4 days a week.....	...2...	...2	...2	..2...	..2...	..2...	..2...	..2...	..2...
2 days a week .....	...3...	...3	...3	..3...	..3...	..3...	..3...	..3...	..3...
1 day a week.....	...4...	...4	...4	..4...	..4...	..4...	..4...	..4...	..4...
At least once a fortnight .....	...5...	...5	...5	..5...	..5...	..5...	..5...	..5...	..5...
At least once a month.....	...6...	...6	...6	..6...	..6...	..6...	..6...	..6...	..6...
At least once a year.....	...8...	...8	...8	..8...	..8...	..8...	..8...	..8...	..8...
Not used in the last 12 months	...9...	...9	...9	..9...	..9...	..9...	..9...	..9...	..9...
Never used.....	...10...	...10	...10	..10	..10	..10	..10	..10	..10

<sup>1</sup> by this I mean a walk which is longer than 5 minutes, made either on its own or as part of a trip along with other modes of transport.

<sup>2</sup> London Overground is the newly formed rail service running on the North London, West London, Gospel Oak to Barking and the Euston to Watford lines.

**Section C – One Day Travel Diary**

ASK ALL

**C2: I now need to collect information about trips you made yesterday.**

**First of all, did you leave the house at all yesterday?**

[INTERVIEWER: DAY STARTS AT 4am AND ENDS AT 4am THE FOLLOWING DAY].

Yes 1 → GO TO C4

No 2 → PROBE FURTHER BEFORE CODING AS 'NO'

**e.g. "so you didn't even go to the shop to buy a paper"?**

IF CERTAIN THAT NO TRIPS MADE, GO TO SECTION D

'Absent' 3 → PROBE FURTHER BEFORE CODING AS 'ABSENT'

(i.e. respondent was not at their usual residence yesterday AND were outside the Greater London / outside the M25 for the entire day).

IF CERTAIN THAT ABSENT, GO TO SECTION D.

IF YES TO C2 (C2=1)

**READ OUT: I'd like you to think about all the trips you made yesterday. By yesterday I mean between 4am yesterday morning and 4am this morning. We need to collect a full list of trips made for whatever purpose: to travel to work, school or college or trips to shop, use the post office or to visit and meet friends.**

[NOTE TO INTERVIEWER: We need to collect details of ALL TRIPS the respondent made yesterday, including those outside London.]

INTERVIEWER PROMPT: Please do not record details of trips that are integral to the respondents' job e.g. cycle courier or bus/train/taxi/ambulance driver etc., please record details of all other trips made during day, including if applicable trip to/from place of work

**SUMMARY SHOPPING TRIPS:** A SERIES OF WALK (ONLY) TRIPS MADE DURING A VISIT TO SEVERAL SHOPS IN A SHOPPING CENTRE OR WHERE THERE IS A HIGH CONCENTRATION OF SHOPS SUCH AS ON A HIGH STREET OR IN A TOWN CENTRE. IF RESPONDENT HAS MADE A SUMMARY SHOPPING TRIP YOU NEED TO RECORD THE START TIME AS DEPARTURE TIME AT FIRST SHOP AND END TIME AS ARRIVAL TIME AT LAST SHOP AND DESTINATION AS LAST SHOP.

[INTERVIEWER: REFER TO BRIEFING NOTES FOR MORE INFORMATION]

**C4: Thinking about the first trip you made yesterday...**

**Did you start from home or somewhere else?**

At home 1

Somewhere else 2

[IF C4 = 2 THEN ASK C5, REST SKIP TO C7]

**C5: Why were you at this place?**

Work	1
Leisure – Entertainment/ recreation/ participate in sport	3
Visit friends/ relatives at home	5
Shopping	7
Personal business/use services	9
Health/ medical visit	10
Education	11
Drop off/pick up -work	12
Drop off/pick up-school/college	13
Drop off/pick up-other	14
Worship	15
Other (please specify)	17

**C7: What time did you start this trip? [24 HOUR]**

\_\_\_\_: \_\_\_\_

**C8: And what time did you arrive at your destination? [24 HOUR]**

\_\_\_\_: \_\_\_\_

[CATI LOGIC CHECK: TIME ENTERED AT C7 MUST BE AFTER TIME ENTERED AT C8]

[NOTE TO CATI PROGRAMMER: PLEASE CALCULATE DURATION OF TRIP – IF LONGER THAN 2 HOURS THEN FLAG A WARNING TO INTERVIEWER AND ASK THEM TO CONFIRM START TIME]

**C6: Why did you make this trip?**

Home	1
Work	2
Leisure – Entertainment/ recreation/ participate in sport	3
Visit friends/ relatives at home	6
Shopping	8
Personal business/use services	10
Health/ medical visit	11
Education	12
Drop off/pick up - work	13
Drop off/pick up - school/college	14
Drop off/pick up-other	15
Worship	16
Other (please specify)	18

**C9: Did you walk or cycle all the way?**

Walked all the way	1
Cycled all the way	2
No	3

[SKIP C10 IF C9 = 1 (WALKED ALL THE WAY) OR 2 (CYCLED ALL THE WAY)]

[ASK IF C9 = 3]

**C10: What methods of transport did you use to make this trip?**

[INTERVIEWER: REFER TO BRIEFING NOTES ON RECORDING SEQUENCE OF MODES USED TO COMPLETE TRIP]

[INTERVIEWER: RECORD ALL MODES USED IN SEQUENTIAL ORDER, PROMPT TO ENSURE ALL MODES ARE RECORDED E.G. 'WHAT METHOD DID YOU USE TO START YOUR TRIP? AND THEN WHAT DID YOU USE?]

EXAMPLE: respondent walked from home to the bus stop, caught a bus to the train station, then walked from the train station to their place of work would be recorded as:

1	W	2	B	3	R	4	W	5		6		7		8		9		10	
---	---	---	---	---	---	---	---	---	--	---	--	---	--	---	--	---	--	----	--

**SEQUENCE OF MODES USED TO COMPLETE TRIP:**

1		2		3		4		5		6		7		8		9		10	
---	--	---	--	---	--	---	--	---	--	---	--	---	--	---	--	---	--	----	--

- U Underground
- B Bus
- R National Rail / London Overground
- CD Car – as Driver
- CP Car – as Passenger
- W Walking
- C Bicycle
- M Motorcycle / moped / scooter
- T London Taxi/Black Cab
- OT Other taxi / minicab
- D DLR
- TR Tramlink
- O Other (e.g. Water – riverboat, please specify)

[CATI TO ASK C7 – C10 IN A LOOP UNTIL 'NO MORE TRIPS' – MAXIMUM OF 8 LOOPS]

READ OUT AT BEGINNING OF EACH LOOP: **And then once you'd finished your trip to [INSERT ANSWER TO C6], did you make any more trips?**

1. yes CONTINUE to C7
2. no END LOOP – GO to FILTER BEFORE D7.

**Section D - OVERVIEW OF TRAVEL DAY**

[Ask D7 if WORKSTAT = 1 or 2, REST SKIP TO SECTION E]

**D7 How often do you work at home?**

5 days a week .....	1
2-4 days a week.....	2
1 day a week.....	5
1 day a fortnight .....	6
1 day a month .....	7
Less than 1 day a month.....	8
Never .....	9

**Section E - BEHAVIOURAL INTENTIONS**

ASK ALL

**E1 Thinking about walking, which of the following best describes your attitude to walking? Would you say...?**

READ OUT [SINGLE CODE]

	Walking
I am attracted to the idea of walking more in the next year & probably will	1
I am attracted to the idea of walking more in the next year but probably won't	2
I don't rule it out but don't think it likely that I will walk more in the next year	3
I think it highly unlikely that I will walk more in the next year (Don't know)	4 5

**E1a Thinking about public transport, which of the following best describes your attitude to public transport? Would you say...?**

READ OUT [SINGLE CODE]

	Public transport
I am attracted to the idea of using public transport more in the next year & probably will	1
I am attracted to the idea of using public transport more in the next year but probably won't	2
I don't rule it out but don't think it likely that I will use public transport more in the next year	3
I think it highly unlikely that I will use public transport more in the next year (Don't know)	4 5

**E3. Similarly, thinking specifically about cycling, which of the following best describes your attitude to cycling? Would you say...?**

READ OUT [SINGLE CODE]

- 1) I am attracted to the idea of [CATI TO INSERT "taking up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycling more" IF CODE 1 OR 3 AT QBIKE] in the next year & probably will
- 2) I am attracted to the idea of [CATI TO INSERT "taking up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycling more" IF CODE 1 OR 3 AT QBIKE] in the next year but probably won't
- 3) I don't rule it out but don't think it likely that I will [CATI TO INSERT "take up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycle more" IF CODE 1 OR 3 AT QBIKE] in the next year
- 4) I think it highly unlikely that I will [CATI TO INSERT "take up cycling" IF CODE 2 OR 4 AT QBIKE OR QBIKE NOT ANSWERED] OR [CATI TO INSERT "cycle more" IF CODE 1 OR 3 AT QBIKE] in the next year
- 5) (Don't know)

## Section F - AWARENESS OF INITIATIVES

### ASK ALL

ASK ALL REGION = 1 (Haringey)

**F1 Are you aware of Smarter Travel Haringey? The Smarter Travel Haringey programme launched on Sunday 18 September and includes a number of schemes and incentives for residents and local businesses to take up, including ways to encourage people to start walking, cycling and using public transport more.**

1. Yes
2. No
3. Don't know

ASK ALL REGION = 1 (Haringey)

**F2 Do you believe this is the kind of service that the London Borough of Haringey should invest in?**

1. Yes
2. No
3. Don't know

## Section G - GENERAL ATTITUDES TO TRANSPORT

ASK ALL REGION = 1 OR 2 (Haringey or Control)

**G1. Thinking generally now, I am going to read out a list of things other people have said about travelling in London and I'd like you to tell me the extent to which *you* agree or disagree with each one.**

**So firstly / What about XXX (To what extent do you agree with this statement?)**

PROBE FOR STRONGLY OR SLIGHTLY

RANDOMISE STATEMENTS

*Answer options: Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know.*

1. There are lots of bus routes local to me
2. I only use public transport when I have no other option
3. Having access to a car is essential to me [ONLY ASK IF B1.a = 1 OR MORE]
4. There is provision for cyclists in my area
5. Driving is more convenient than public transport
6. Driving is cheaper than using public transport
7. The benefits of walking and cycling outweigh the convenience of using a car
8. I often drive short journeys where I could probably walk or cycle [ONLY ASK IF QDRIVE = 1]
9. Cycle journeys of up to 20 minutes would be/are a practical way for me to get around locally [REPLACE 'WOULD BE' WITH 'ARE' IF QBIKE = 1 OR 3]
10. Walking helps me to relax and feel less stressed
11. Lack of confidence cycling on the roads is a major reason why I don't cycle (more) [INSERT 'MORE' IF QBIKE = 1 OR 3]

**Section H - CLASSIFICATION**

ASK ALL

**Finally I would just like to ask you a few more questions about yourself so we can classify your answers**

**QETHNICITY: To which of these ethnic groups do you consider you belong?**

READ OUT AND CODE ONE ONLY

- A: White
- B: Mixed
- C: Asian or Asian British
- D: Black or Black British
- E: Chinese or Other Ethnic Gro
- 7. (Refused)

**QDISABILITY a: Do you have any long-term physical or mental disability which limits your daily activities or the work you can do, including problems due to old age?**

PROBE AS PER PRECODES

- 1. Mobility impairment
- 2. Visual impairment
- 3. Hearing impairment
- 4. Learning difficulty
- 5. Mental health condition
- 6. Serious long term illness
- 7. Other (Specify)
- 8. (None)
- 9. (Refused)

ASK ALL

**QSEG: What is the occupation of the chief income earner in your household?**

PROBE FOR:

- INDUSTRY SECTOR
- TYPE OF WORK DONE
- MANUAL/ NON-MANUAL
- SKILLED/ SEMI SKILLED
- JOB TITLE/ POSITION
- SIZE OF COMPANY
- QUALIFICATIONS HELD RELEVANT TO JOB

IF UNEMPLOYED, ASK FOR HOW LONG UNEMPLOYED AND PROBE FOR PREVIOUS JOB.

IF RETIRED, PROBE FOR LAST JOB AND WHETHER HAVE PRIVATE OR STATE PENSION

ASK IF HARINGEY SAMPLE (REGION = 1):

**QLIVEHAR: How long have you lived in the London Borough of Haringey?**

PROBE AS PER PRECODES

- 1. All my life/born in LB Haringey
- 2. Up to 1 year
- 3. Over 1 year up to 2 years
- 4. Over 2 years up to 5 years

**Briefing Note Version: 1**

5. Over 5 years
6. (Don't know/can't remember)

ASK IF CONTROL SAMPLE (REGION = 2):

**QLIVECONTROL: How long have you lived in Waltham Forest?**

PROBE AS PER PRECODES

1. All my life/born in Waltham Forest
2. Up to 1 year
3. Over 1 year up to 2 years
4. Over 2 years up to 5 years
5. Over 5 years
6. (Don't know/can't remember)

QDUMMYAGE – DO NOT ASK DP TO READ IN ANSWERS FROM QAGE1 – READ INTO RELEVANT CODE FROM NUMERIC AT THE START OF THE QUESTIONNAIRE

16 – 17	1
18 – 19	2
20 – 24	3
25 – 34	4
35 – 44	5
45 – 54	6
55 – 59	7
60 – 64	8
65 - 74	9
75+	X
Refused	0

ASK ALL

**QRECONT1:** Thank you very much for taking part in this survey.. Although unlikely, would you be happy for us to contact you again about this survey if necessary? You would be under no obligation to take part.

1. Yes
2. No

**QRECONT2:** Finally, the London Borough of Haringey may be carrying out further research about getting around London. Would it be OK for a research company working on their behalf to contact you again in the future for research purposes?

3. Yes
4. No

**QNAME:** And for proof of this interview can I take a note of your name?

WRITE IN NAME

That is the end of the interview. Thank you for taking the time to help us with this survey. I would just like to confirm with you that my name is XXX, and I have been calling you from Teamsearch – a market research agency that is independent of the Borough. If you would like to verify this information, you can do so at no charge to yourself by dialing the MRS Freephone Service on 0500 39 69 99.

I declare that this survey has been carried out under Teamsearch instructions and within the rules of the MRS Code of Conduct.

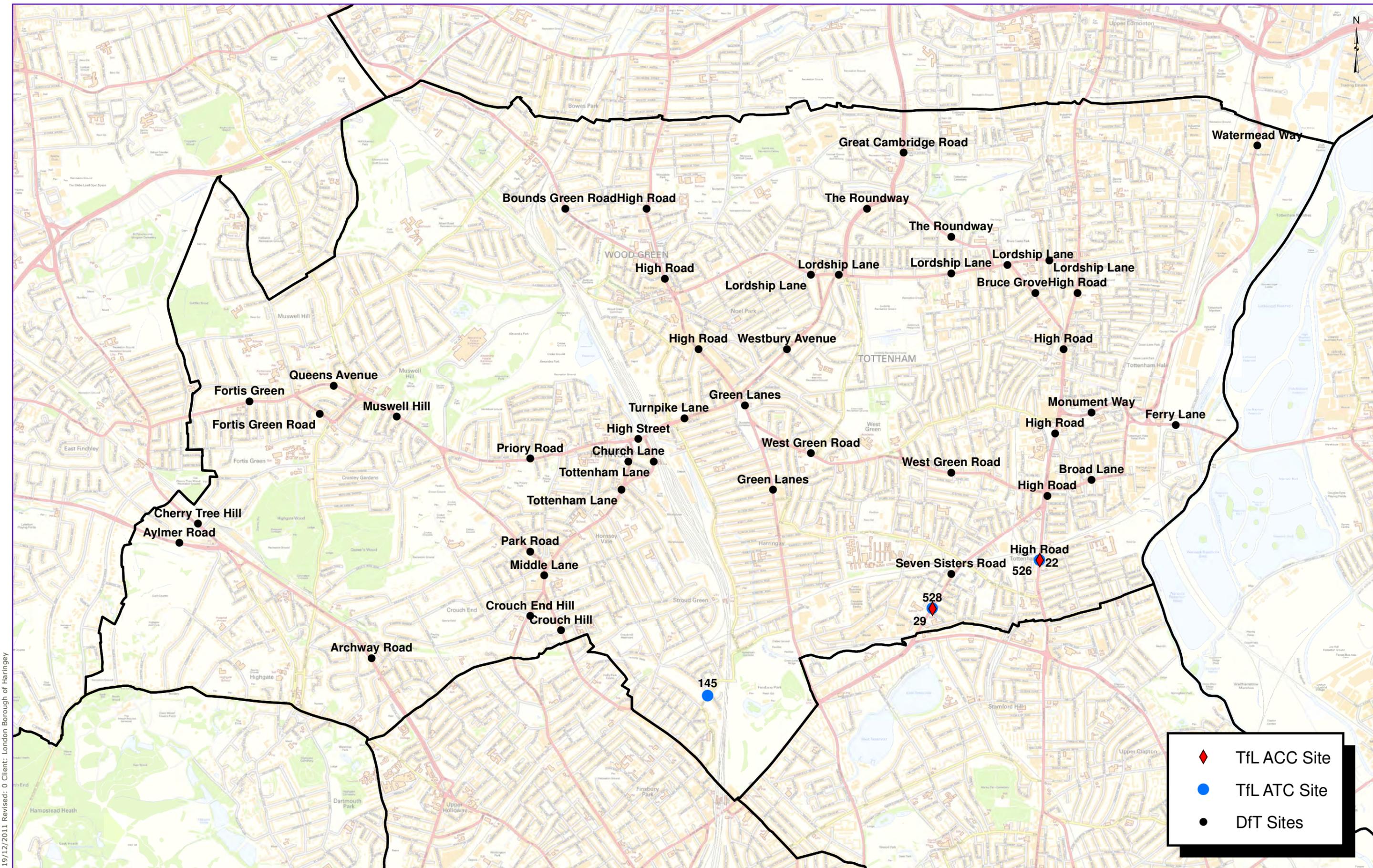
Interviewer signature:

Date:

Finish time:

Interview Length

mins



Office: Working Date: 19/12/2011 Revised: 0 Client: London Borough of Haringey

# Smarter Travel Haringey

Prepared for London Borough of Haringey  
December 2011

Project No.	C3A759
Figure	Appendix 3
Scale	1:24,000 at A3

Title  
Haringey Traffic and Cycle Count Sites

Contains Ordnance Survey data  
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Contains Royal Mail data  
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