

# Enjoy Waltham Forest

JON LITTLE

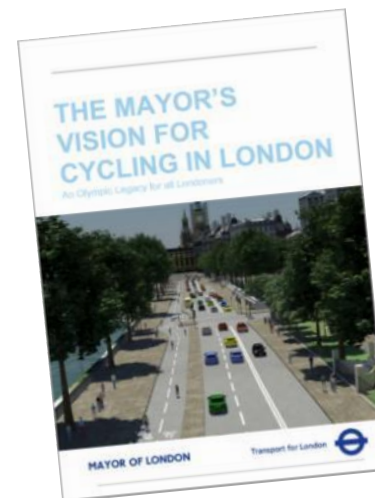
BESPOKE TRANSPORT CONSULTING

CLLR CLYDE LOAKES

LONDON BOROUGH  
OF WALTHAM FOREST

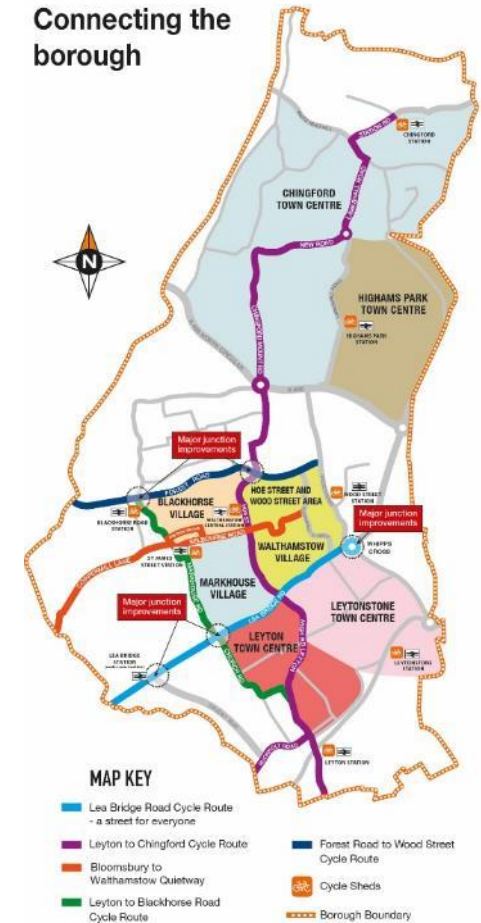
# Waltham Forest Mini-Holland

- Part of the Mayors Transport Strategy
- Competition open to all outer London boroughs
- Scope of bid was to include:
  - A world class commuter route
  - A Main Town Centre
  - Secondary Centres
  - A Network of Excellent Cycle Routes
  - Complementary Measures



## A NETWORK OF WALKING AND CYCLING ROUTES

Connecting the borough



# Waltham Forest

- One of the 18 outer London boroughs, in north-east London
- Population of about 290,000 people
- Young average age (32 years)
- A growing borough with lots of development and regeneration
- A host borough of London 2012 Olympics
- Diverse borough with significant eastern European and Asian populations



# Why Waltham Forest?

- An existing car dependent culture and a growing population reducing pollution and encouraging healthy, active lifestyles
- Opportunity to redesign streets and make them better for everyone
- World class cycling and walking links from all parts of the borough to work, education, recreation, nature
- Encouraging people from all communities to walk and cycle more, reducing car use
- Supporting growth and development in a sustainable way



Frederick Bremer, Walthamstow



John Kemp Starley, Coventry



Boris Johnson, London



Edie and Otis, Leyton

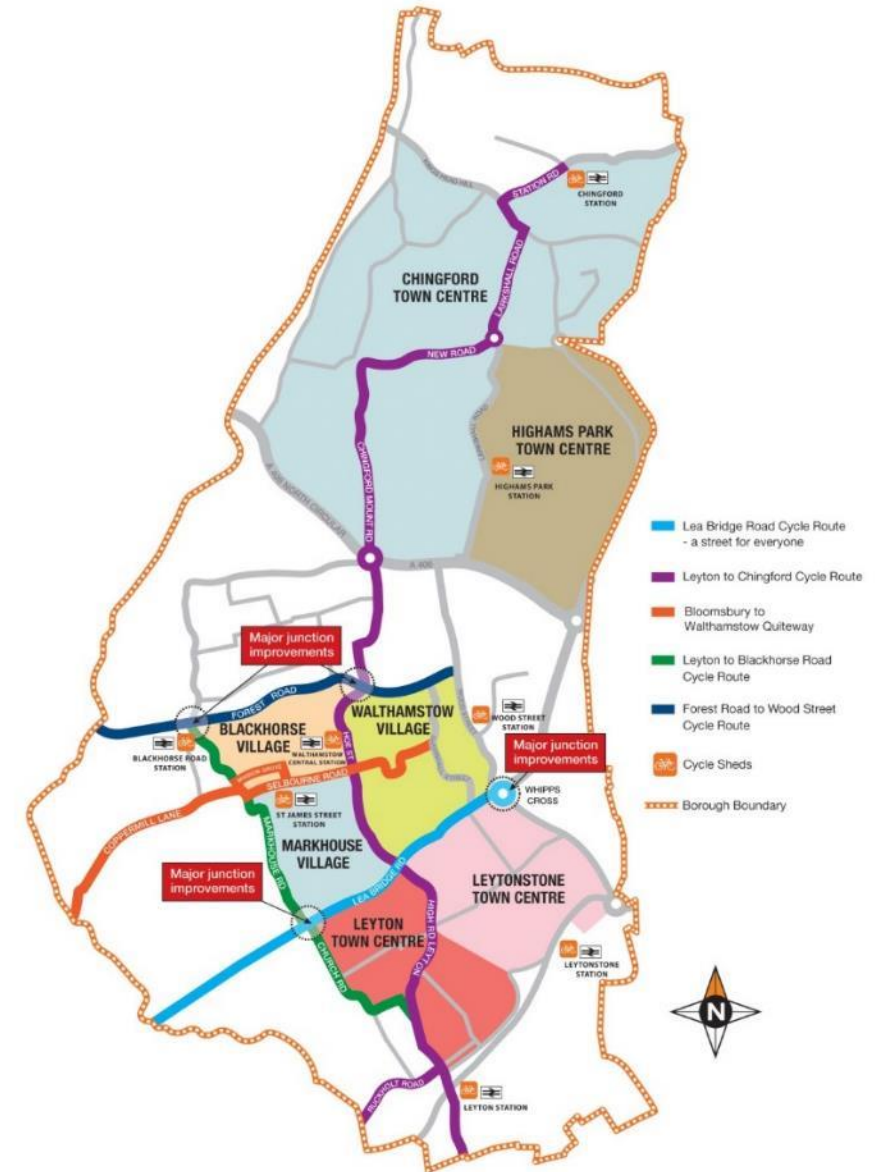
# Why Waltham Forest?

- Encouraging people from all communities to walk and cycle more, reducing reliance on private vehicles
- Making streets better places to be for everyone
- Healthier streets- reducing pollution and encouraging healthy, active lifestyles
- The entire borough was designated an Air Quality Management Area



# Network of routes

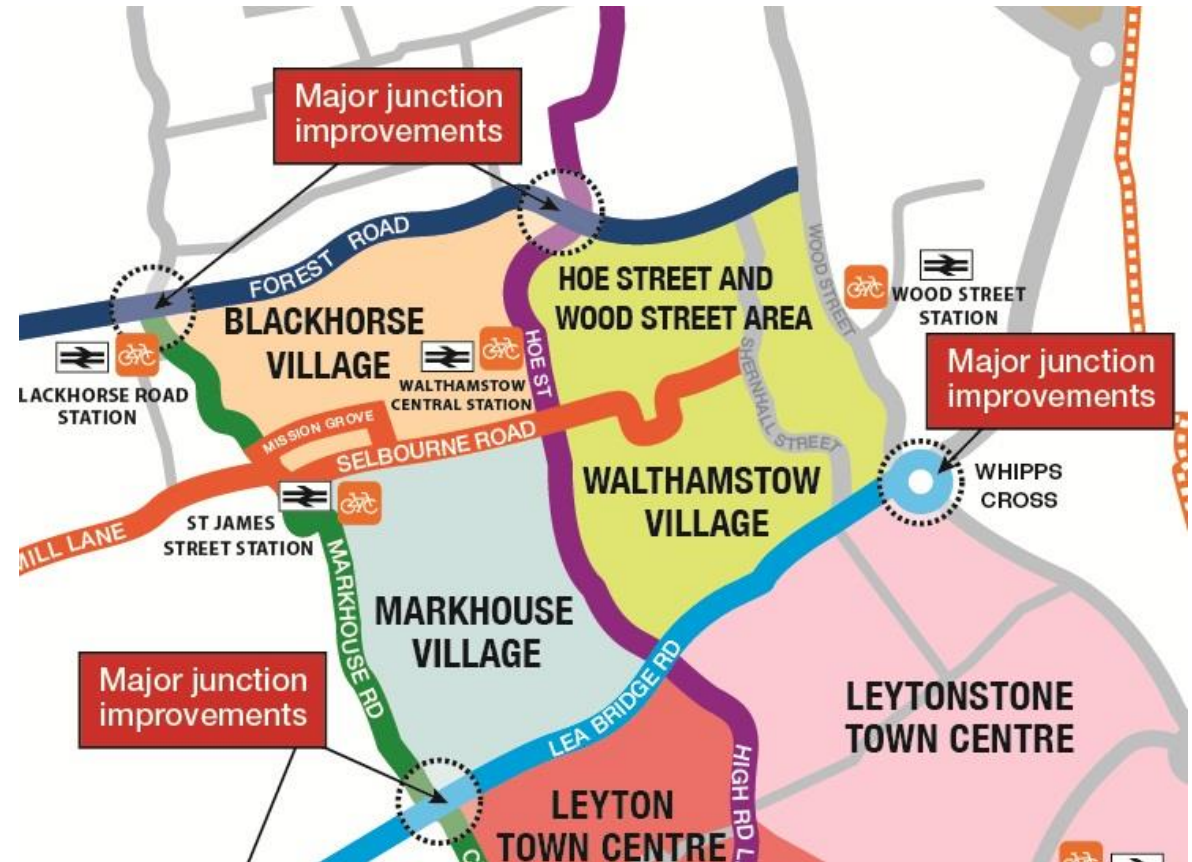
- Continuous, joined up network
- Doesn't give up at the difficult places
- Links villages and town centres together for longer journeys
- Direct links into the wider London cycling network with continuous segregated journeys possible from Waltham Forest into central London
- Connects the key destinations in the borough and those nearby



# The Villages

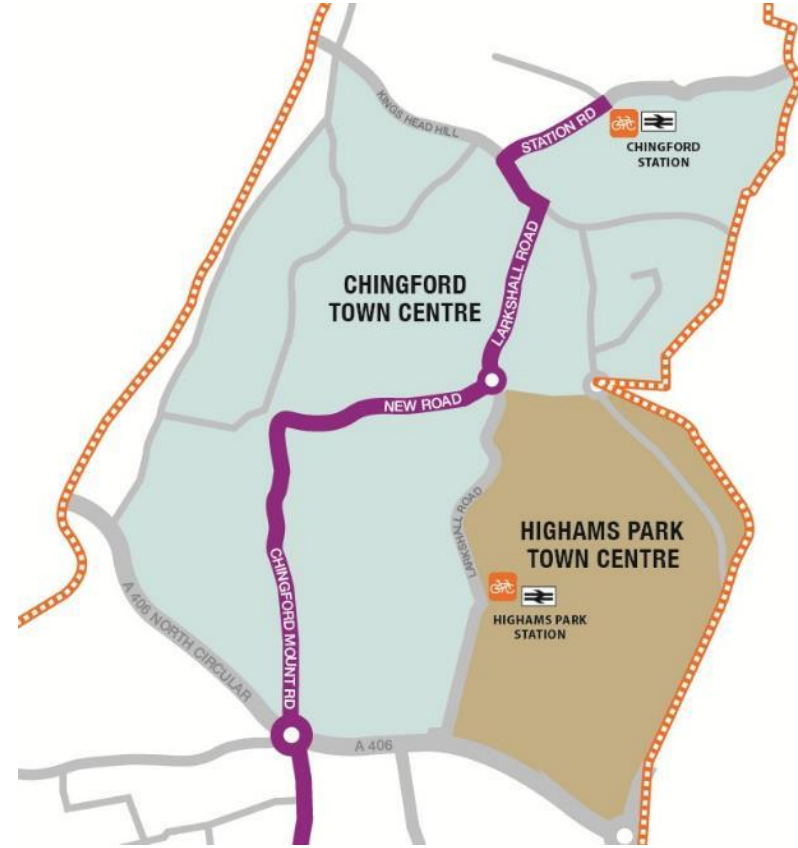
Walthamstow Village, Markhouse Village, Blackhorse Village and Hoe Street/Wood Street

- A cycling (and walking) grid of  $\leq 400\text{m}$
- A local network that is protected from traffic conditions on main roads
- Wayfinding for short and long journeys
- Direct access into local and London cycle network
- Cycle parking- at stations, shops and at home



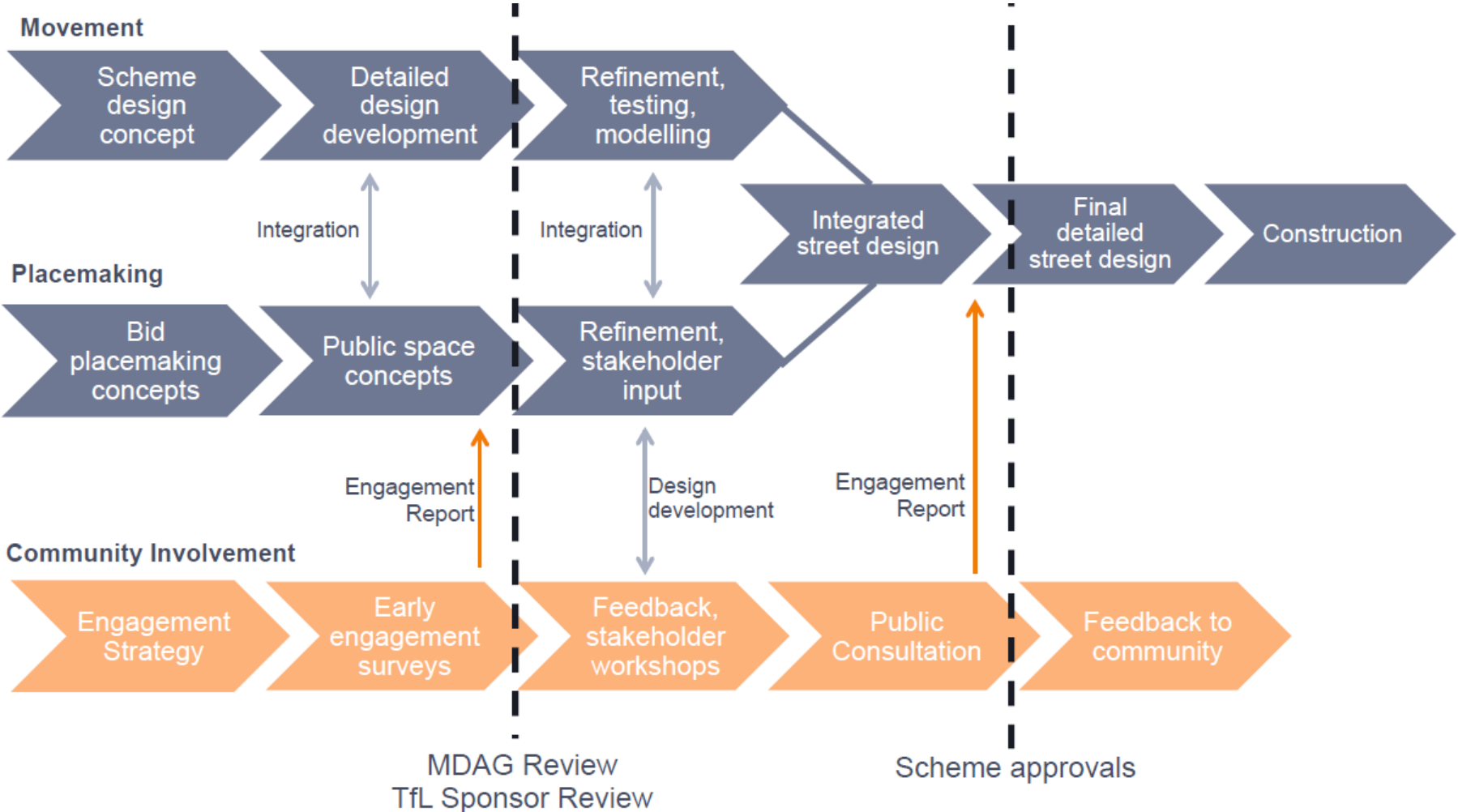
# The Town Centres

Chingford, Highams Park, Leyton, Leytonstone





# Design process



**PROJECT  
TEAM**

Road users  
Local schools  
Local businesses  
Local residents  
Community groups

Neighbouring boroughs  
LBWF Planning Team  
LBWF Regeneration Team  
LBWF Air Quality Team

Transport for London  
London Buses  
Mayors Design Advisory Group  
Urban Design London

London TravelWatch  
WF Cycle Campaign  
London Cycling Campaign  
Sustrans

EU PASTA Project  
International universities  
Universities & Academics  
UK City & Borough Councils

Local Councillors  
Walking & Cycling Commissioner  
Deputy Mayor for Transport  
Mayor of London

# Resources and documentation

The screenshot shows the homepage of the Waltham Forest website. At the top, there is a navigation bar with links for HOME, ABOUT THE PROJECT, WORK NEAR YOU, ROAD CHANGES, GET INVOLVED, and NEWS. A search bar is located on the right side of the header. The main content area features a large banner for "CYCLE TRAINING IN WALTHAM FOREST" with a "SIGN UP FOR FREE" button. Below this, there are several smaller sections: "BECOME A CYCLE HUB USER", "FREE BIKE MAINTENANCE WORKSHOPS", and "FREE CYCLE TRAINING". There are also social media icons for Twitter and Facebook, and a "GET INVOLVED" button. At the bottom, there is a footer with copyright information and contact details.

The cover of the "LONDON CYCLING DESIGN STANDARDS" document is purple. It features icons of a bicycle, a car, and a person walking. The text "LONDON CYCLING DESIGN STANDARDS" is prominently displayed in white. Below the title, it says "MAYOR OF LONDON" and "TRANSPORT FOR LONDON".

The cover of the "2020 VISION" document is orange. It features the title "2020 VISION" in large white letters. Below the title, it says "CYCLING IN THE LONDON BOROUGH OF WALTHAM FOREST 2015 - 2020". At the bottom, there is a logo for "WALK CYCLE ENJOY" and the website "www.enjoywalthamforest.co.uk".

The cover of the "Waltham Forest Council Mini-Holland" document is white. It features the title "Waltham Forest Council Mini-Holland" and the date "December 2013". Below the title, there is a photograph of a grassy area with shadows of bicycles cast on it. At the bottom, there is a logo for "WALTHAM FOREST" and the website "www.walthamforest.gov.uk".

The cover of the "THE MAYOR'S VISION FOR CYCLING IN LONDON" document is white. It features the title "THE MAYOR'S VISION FOR CYCLING IN LONDON" and the subtitle "A Vision for London". Below the title, there is a photograph of a street with a cycle lane. At the bottom, there is a logo for "MAYOR OF LONDON" and "Transport for London".

The cover of the "MINI-HOLLAND DESIGN GUIDE" document is orange. It features the title "MINI-HOLLAND DESIGN GUIDE" in white. Below the title, there is a photograph of two people riding bicycles on a street. At the bottom, there is a logo for "WALK CYCLE ENJOY" and "WALTHAM FOREST".

# Project process

- Early engagement- resident meetings, Perception Survey
- Design workshops with residents and businesses
- Public consultation inc. drop-in sessions, walking audits
- Reporting process
- Statutory consultation
- Construction



# The Villages

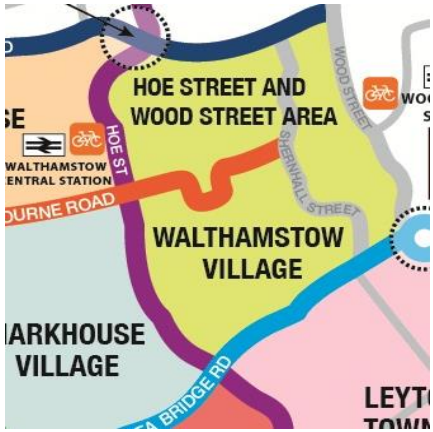
Walthamstow Village, Markhouse Village , Blackhorse Village and Hoe Street/Wood Street

- Distinct urban villages with their own identities that are great places to walk and cycle
- Quiet green areas free of through traffic
- 20mph speed limit
- New public spaces and better shopping areas
- New places for informal socialising play
- Get to know your neighbours



# The Villages

Walthamstow Village local connections



# Walthamstow Village trial



*Handwritten notes from a consultation session:*

**Issues**

- Best in residents' day to day life
- Physically moving about
- Can't turn right into the Street
- Some driving routes / more done
- People getting frustrated
- Deliveries to businesses + imp
- Service chaos from deliveries
- Rat runs slipped elsewhere
- Speeding
- Concern about traffic elsewhere
- Feeling in + out of area
- Consultation - residents about
- Access to areas
- Day or night
- Services still can use Orford Rd
- Cycle routes not distinct from Red Lion area

**Comments**

- Less traffic, pedestrianised, cafe
- Calmer
- Better community space
- Street as a pedestrian
- Orford Rd very quiet
- Quiet roads, safe pedestrian
- Fewer cars / fewer vehicles
- Safe community feel
- Increased pedestrian traffic in area
- Increased pedestrian traffic in area
- No traffic noise at night - sleep with windows open
- Felt like a village



# Walthamstow Village trial

NEWS

## Controversial cycling trial set to cause 'mass disruption'



Controversial cycling trial set to cause 'mass disruption'

First published Friday 26 September 2014 In News  
Last updated 21:25 Friday 26 September 2014

The trial of a multi-million pound cycling scheme aimed at improving road safety and boosting the economy has started today.

Several roads in Walthamstow have been closed, blocked and re-directed, preventing cars, motorbikes and some buses from carrying out routine journeys and parking.

**Matt Winfield**  
@MattWinfield2

Follow

@Walthamforest I think I love you. Mini Holland trial starts



RETWEETS  
8

FAVOURITES  
3



10:15 am - 26 Sep 2014



**Scott Davies**  
@scottdavies

Follow

Orford Rd is a genuinely joyful place today. Laughter, happy conversations with complete strangers. #miniholland



RETWEETS  
7

FAVOURITES  
6



5:11 am - 27 Sep 2014



# What's the reaction been?



# What's the reaction been?



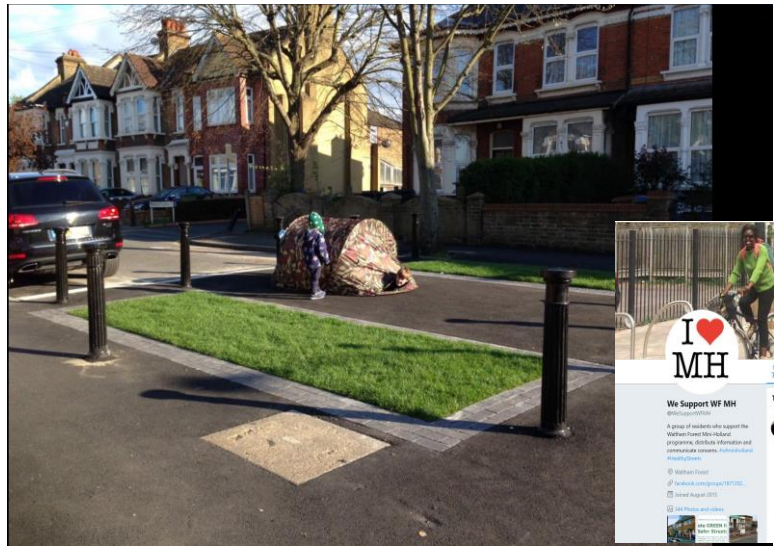
**George Weeks** @GeorgeWeeks2014

I knew that #wfminiolland is an impressive programme...and then I saw it has won or been nominated for more than FIFTY awards. [wfcycling.wordpress.com/waltham-forest...](http://wfcycling.wordpress.com/waltham-forest...) Tremendous kudos to all involved. @bespokejon @Labourstone @AnalogPuss #sustainable #healthystreets #London #cycling #walking

**Waltham Forest Council Awards**  
Waltham Forest's mini-Holland programme has been widely recognised as a leading urban transport and infrastructure project and has won awards from Architecture, Sustainability, Transport... [wfcycling.wordpress.com](http://wfcycling.wordpress.com)

10:00 PM - 7 May 2016

18 Retweets 41 Likes



**I ♥ MH**

**We Support WF MH**

Tweets Tweets & replies Media

New to Twitter?

You may also like

Dan Kelly favored

**Lee Hayes @leehayes81 - Mar 10**

It's quite inspiring reading the **Lea Bridge Road** comments! Clearly great expectations from #WFMiniHolland [leabridgeroad.commonplace.is/timeline](http://leabridgeroad.commonplace.is/timeline)

2 Retweets 2 Likes



**E17 Model Filters**

Tweets Tweets & replies Media

Who to follow

# Outcomes



# Outcomes



# outcomes



# Outcomes



# Outcomes

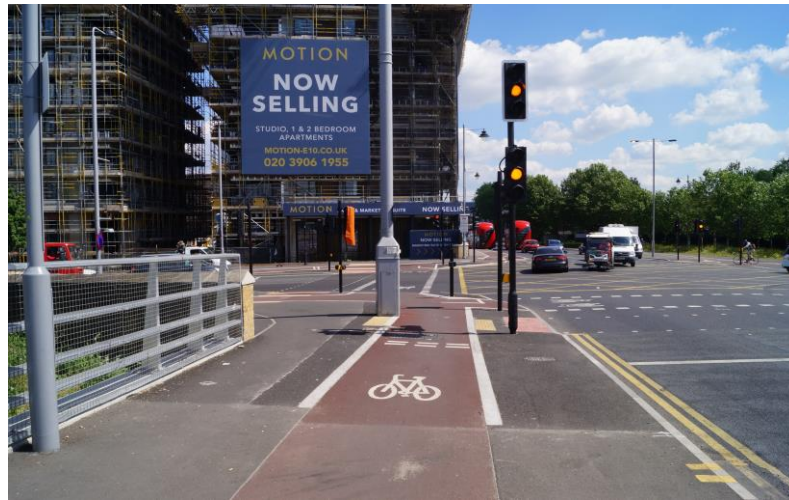


# Outcomes





# Outcomes

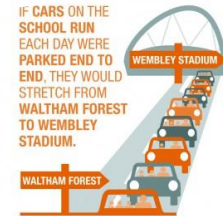




# Complementary measures



# Complementary measures



WalthamForest events @LHWFevents Jun 21  
Come and say hello at our Mini-Holland stand at Leyton Jubilee Park today walthamforest

**NO ORDINARY BICYCLE: JOHN KEMP STARLEY AND THE TWO-WHEELED REVOLUTION**

30 August 2017 -

**New exhibition in Waltham Forest**

John Kemp Starley (1855 – 1901), born in Walthamstow, played a key role in the development of the modern bicycle. Starley's modifications to the 'safety' bicycle enabled more people than ever before to access this form of transport, leading to the 'bicycle craze' of the late 19th century. The exhibition explores Starley's developments, still reflected in bicycles today, and celebrates his legacy in terms of the bicycle's unimagined social impact on health, social mobility and sustainability throughout the decades both here and abroad.

**When**  
Saturday 9 September 2017 - Sunday 25 February 2018  
All day

**Where**  
Vestry House Museum

**Cost**  
Free

**EVENTS**

**OPEN SPACES RIDE – 2ND SUNDAY EVERY MONTH**  
13 May 1:00 pm - 5:00 pm

**FEEL GOOD WALK – CHINGFORD**  
15 May 11:00 am - 12:00 pm

**FEEL GOOD WALK – LEYTON**  
16 May 11:00 am - 12:00 pm

**FEEL GOOD WALK – LEYTONSTONE**  
17 May 11:00 am - 12:00 pm

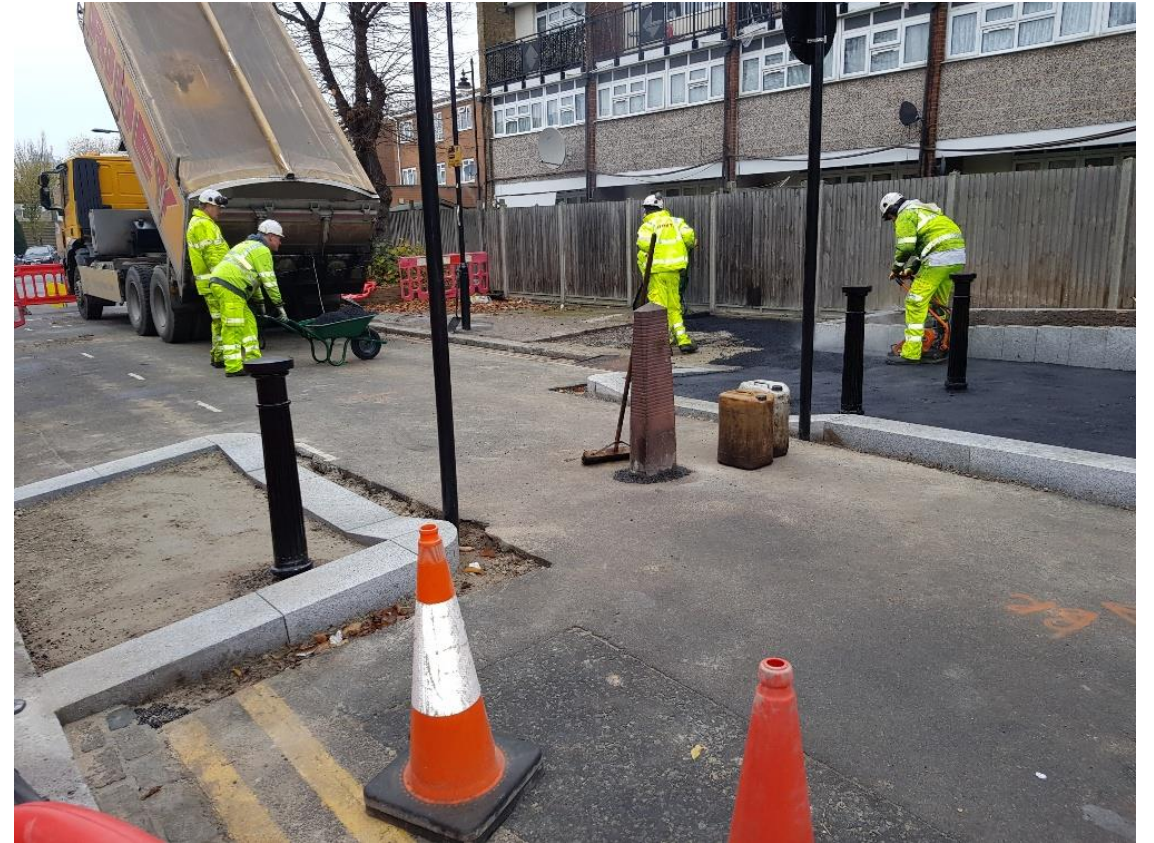
**DR BIKE**  
19 May 11:00 am - 2:00 pm

# Complementary measures



# Progress

- Original programme complete- influence and impact continues
- 80 streets closed to through motor traffic- #RatRunning
- 1062 20 mph roads
- 41 new public spaces
- 900 new trees and 30 pocket parks
- 40 kms of new cycle track
- 7 cycle parking hubs at stations, with 4 more on planning stage
- 500+ cycle hangars
- Over 1500 new on street cycle parking spaces
- 115 New and improved formal crossings for pedestrians and/ or cyclists
- 15 School Streets
- 1000+ on street car parking spaces removed



# Outcomes

## University of Westminster Study

- Study comparing people living in MH boroughs with others
- Suggests an increase in walking and cycling in MH boroughs esp. high dose areas
- Residents active 41 minutes a week more than those living in other areas
- Increase greater in walking (32 mins) than cycling (9 mins)
- Getting towards WHO and MTS targets

## TfL data

- Only outer London borough where more walking and cycling trips than private car

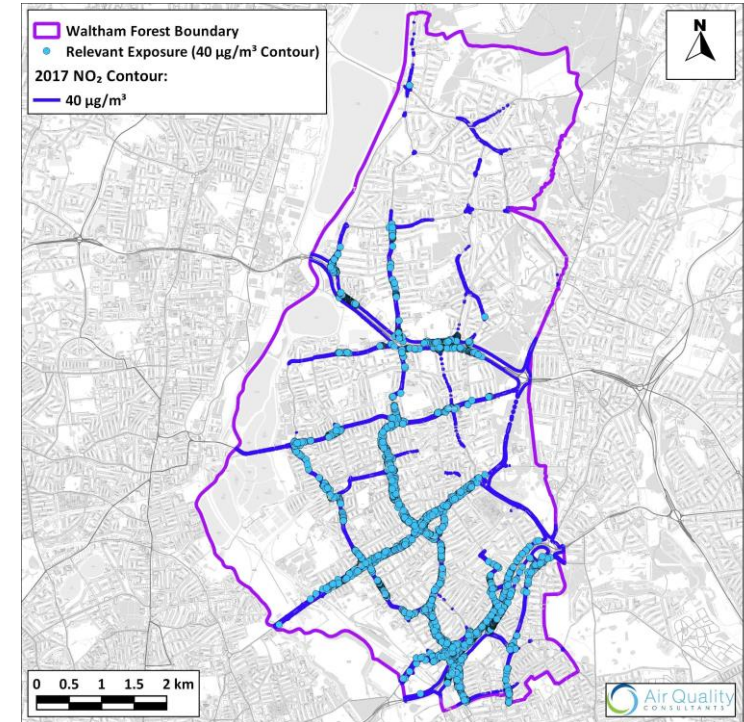
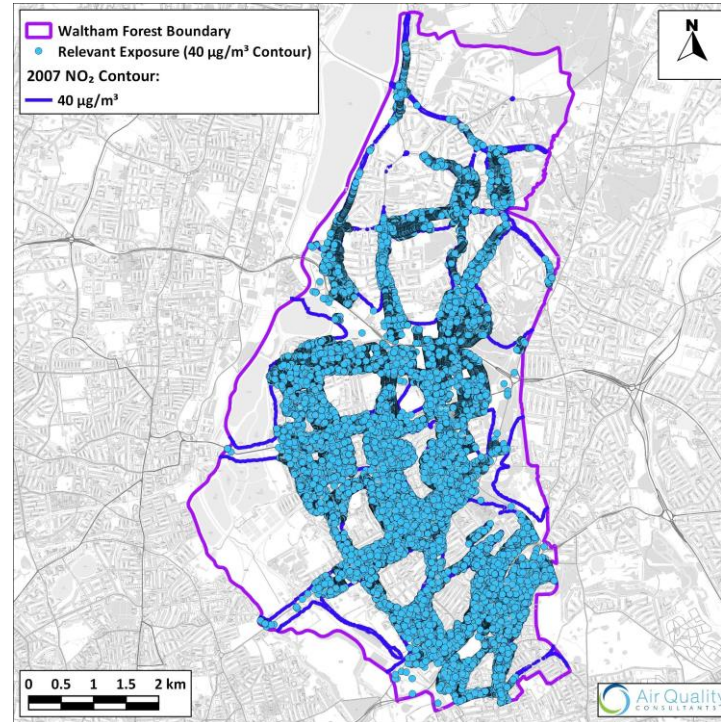
## Resident insight survey

- Amount of residents describing themselves as occasional and frequent cyclists has doubled



# Outcomes

## Kings College Air Quality Research Group Investigation



- Houses exposed to more than max EU rec levels of NO<sub>2</sub> down from 58,000 in 2007 to 6,300 in 2017
- Residents will live 7 months longer
- 5 year old children will live an extra 6 weeks from improvements, active school run could add another 3 weeks



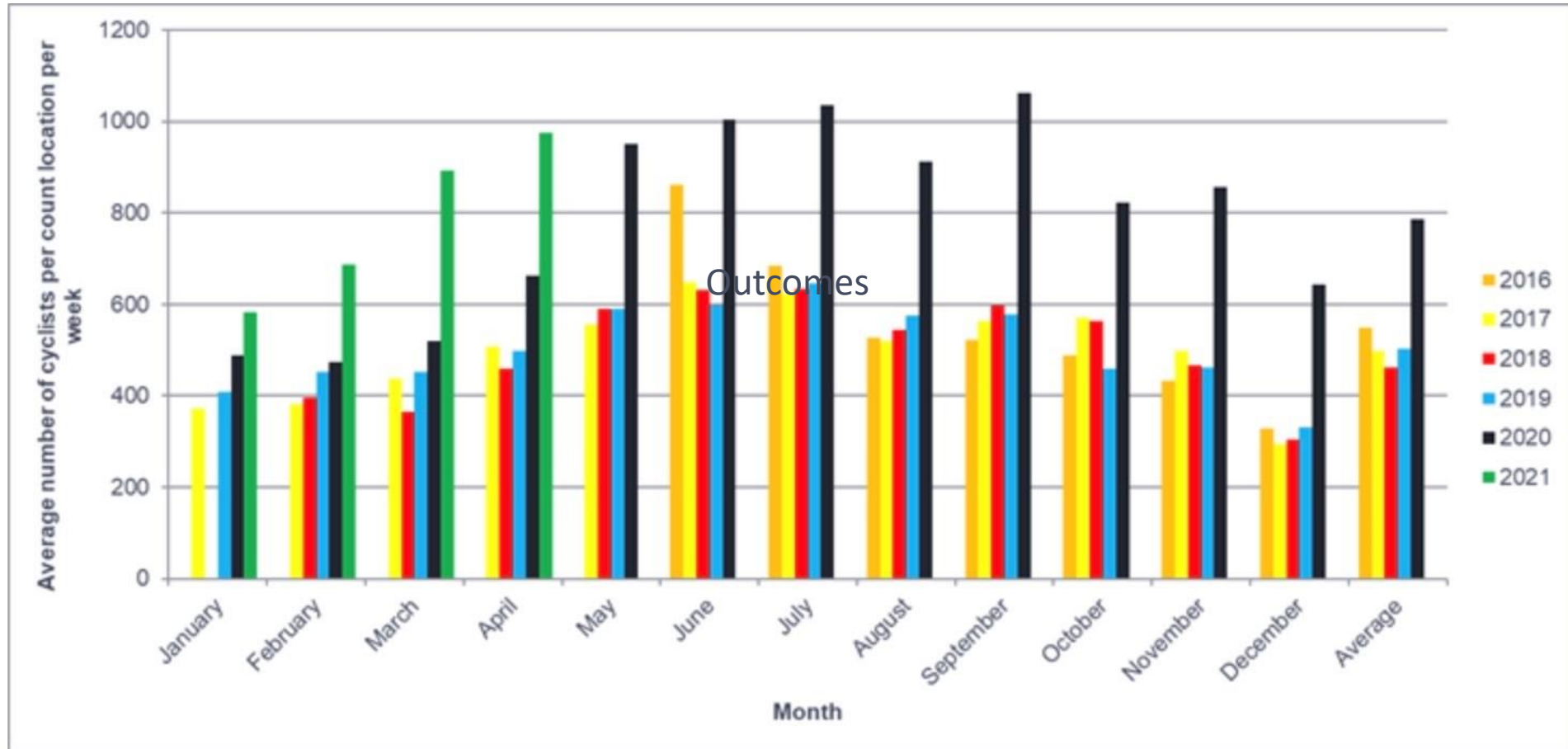
# Outcomes

## Department for Transport

- Most active outer London borough 40% of adults walk five times a week (only second to City of London)
- Highest of outer London boroughs for cycling five times a week
- 6th highest in greater London (only inner London boroughs higher)



# Outcomes- 'Build it and they will come!'



# Outcomes- Political Will



[Cllr.clyde.loakes@walthamforest.gov.uk](mailto:Cllr.clyde.loakes@walthamforest.gov.uk)

Twitter: @Labourstone  
enjoywalthamforest.co.uk

jon@workwithbespoke.co.uk

Twitter: @bespokejon  
Workwithbespoke.co.uk