Everyone's Space' - smart management of the Kerbside to facilitate the transition to healthy, prosperous, liveable and loveable cities

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New context for Transport Planning – Public Health Crisis?

Healthy streets

42% of Year 6 schoolchildren in Southwark are overweight or obese
55% of adults are overweight or obese

Southwark’s Kerbside Strategy

Londoners get most of their regular physical activity from transport – walking and cycling for utility purposes.

London air pollution ‘means children should be banned from playgrounds’

25 people are dying every day in the capital due to poor air quality
Walking & Cycling—The Wonder Drug?

If all Londoners walked or cycled for 20 minutes a day, this would save £1.7bn.

In NHS treatment costs over 25 years and would contribute to fewer of the following:

- Hip fractures 85,000
- Dementia 19,200
- Depression 18,800
- Cardiovascular disease 16,400
- Stroke 6,700
- Type 2 diabetes 4,800
- Colorectal cancer 1,500
- Breast cancer 1,300

A person who is active every day reduces their risk of:

- Type 2 diabetes 35–50%
- Depression 20–30%
- Coronary heart disease 20–35%
- Alzheimer’s disease 20–35%
- Hip fracture 36–68%
- Breast cancer 20%
- Death 20–35%
- Colon cancer 30–50%

ECOMM UPPSALA 2018
Kicked to the Kerb?
Policy Response
Do we value the Kerbside enough? Managing Parking

“Parking is a scarce resource that can be mined by local governments to produce revenue for neighbourhood improvements” (Shoup)

Donald Shoup, The high cost of free parking

#HaveYourSay

Kerbside space

60% of Southwark’s households don’t own a car

average car in the UK is driven only 4% of the time

Southwark’s Kerbside Strategy
Overcoming scepticism

Narrow Way pedestrianisation: traders come out to protest

Council says that research found no significant impact on businesses

Phillip Nye

Share this:
Defining the User

Understanding population & targeting resources using segmentation

[Map and pie charts showing population share by segment and mode share by target segments]
If I can make it there......
Can we trial more?
10 bikes equals one car
Understanding the user: Your Phone Builds Better Routes
Park(ing) Day
Parklets (Semi-permanent)
Experimental Traffic Orders - Regents Row, London

Initial resistance by residents to
- loss of through traffic
- Walking further to parked cars
- Wanted to retain railings
- Worries about access for refuse, emergency services etc

To gain trust we;
- Agreed to 18 month trial banning through traffic
- Residents involved in maintaining planters

Result
Residents happy with reduction of noise, cleaner air, speeding problem resolved
Trial became permanent!
1-way car clubs Stamford Hill, Hackney
MaaS - Citymapper

- Start: Current Location, Southwark Street
- End: The Roundel, Kingsway, WC2B

Suggested
- CMX1 - Popup Route
- Cost: £2.30
- Time: 22 min
- Distance: 6 min from Stockwell

Nearest Stops
- Blackfriars Station / South Entrance
  - 4 min walk
  - CMX1 - Popup Route: 1 min

More: Tube/Rail Only
- Cost: £2.30
- Time: 32 min
- Distance: 6 min from Stockwell

ECOMM UPPSALA 2018
Yesterday, I was talking to one of the old codgers who drink in Orford House. He said “For me MH is a pain in the arse but when I see the kids playing in the Village Square I understand what it’s all about”. He used to be dead against MH.