

My Liveable London

Campaign Guide 2018

Imagine a city where our families, friends and communities are put first in our streets. Where motor traffic, pollution and congestion don't dominate our public spaces. Where everyone can live well, breathe easy, walk and cycle safely and happily.

With the local elections on the 3rd May 2018, we have the opportunity to get those standing for election as councillors to commit to creating such places in your borough. London Cycling Campaign and London Living Streets are already working together to maximise the potential benefits that TfL's new 'Liveable Neighbourhoods' programme can bring to all Londoners, but now we'll be collaborating in your borough to make it better using this programme.

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What are Liveable Neighbourhoods?

[The Liveable Neighbourhoods programme](#) is the updated version of the Mini-Holland programme. Councils across London will be able to bid over the next 4 years for funding between £1m-£10m to create an area where people choose to walk and cycle, and where motor traffic is reduced. It's the way that borough councils can translate the aims and goals set out in the Mayor's Transport Strategy to their areas, and bring London to life.

We want to make sure that all councils bid for and build the best Liveable Neighbourhood possible – one that will make streets safer and more enjoyable for pedestrians and cyclists, and that will reduce unnecessary motor vehicle use, reducing air pollution and congestion. We want councils to start thinking about how they can create healthier, cleaner, happier communities, and use TfL's new 'Liveable Neighbourhoods' funding streams to transform their boroughs.

What are we asking for?

LCC and London Living Streets members and supporters will be requesting that the main party leaders commit to:

Submitting a high-quality and safe, Liveable Neighbourhood bid, based in an area with high potential for walking and cycling, that provides big wins for both and that takes major steps to prioritise people walking and cycling over private cars in the area during the course of your term.

NB: for Ealing, Greenwich, Hackney, Haringey, Havering, Lewisham, Waltham Forest, the ask will be to 'Deliver a high-quality and safe' bid, as they have already submitted a high-quality bid and won the initial funding for it.

London Cycling Campaign and Living Streets working together

Our organisations working together has proved extremely powerful, with walking and cycling campaigners calling with the same voice for motor vehicle dominance to be reduced and better conditions created for walking and cycling.

At a local level, bringing people together with a range of interests in a scheme has had tangible results. From the Enfield Mini-Holland campaign, people passionate about walking, cycling, reducing air pollution and those that just wanted their streets to be more welcoming came together as 'Better Streets for Enfield', which has been hugely influential in getting the scheme to the point it's at today.

The campaign is being closely supported by both Living Streets, the national organisation for everyday walking, and its London Living Streets group, the local LS campaign group covering London.

Getting in touch with your respective LCC and Living Streets local group is a good first step in this campaign.

To find contact details for LCC groups, go to lcc.org.uk/localgroups or email fran@lcc.org.uk

To find contact details for Living Streets local groups, go to www.livingstreets.org.uk/what-you-can-do/local-groups or email Aisha.Hannibal@livingstreets.org.uk

Or to get in contact directly with the London Living Streets group, email Jeremy Leach (jeremyleach@posteo.net).

What do we want to achieve?

Our 2 main goals for this election campaign are:

1. For all the main party leaders (the prospective council leaders) to have been contacted by London Cycling Campaign (LCC) and the London Living Streets Groups (LLS) members and supporters ahead of the elections.
2. To grow the email lists and number of members and supporters for both the London Cycling Campaign and Living Streets.

My Liveable London timeline of activity

March	<ul style="list-style-type: none">• Start a conversation with your local parties about My Liveable London.• Contact other local groups in your borough who might be interested in getting involved with the campaign.• Plan the sort of activities you'd like to get involved with in the run up to the election and over the Week of Action
Week beginning 19th March	<ul style="list-style-type: none">• Launch of public email action, encouraging everyone to email their prospective party leaders to ask them to commit to a high-quality Liveable Neighbourhood• Week of Action
3rd May	<ul style="list-style-type: none">• Election day
May-June	<ul style="list-style-type: none">• Follow up with newly elected council leaders (and opposition leaders where appropriate) on My Liveable London

What will we be asking members of the public to do?

We are creating an online e-action that will allow members of the public to email the party leaders in their borough, asking them to commit to submitting a high-quality Liveable Neighbourhoods bid over the course of their term.

This action will set out the issues that all councils are facing (air pollution, rat running, inactivity etc.) and how a high-quality Liveable Neighbourhood bid is a solution.

When this launches in March, we'll need your help to spread the word about the action, online and on-street.

What can you, as a local group member do?

There are a number of ways that you will be able to get involved with the My Liveable London Campaign, but the list is not prescriptive – if you have events, stunts, stories or suggestions that would work and you can organise, please do!

We've listed a few of the ways to get involved below, but this list will be added to throughout the campaign.

Involving your prospective council leaders

Starting a conversation with your prospective council leaders or prospective mayors (the current party leaders in your borough, who would become council leaders if elected) about Liveable Neighbourhoods now is important. Many parties will be working on their manifestos at the start of the year, planning the main things they will be committing to do during their term if elected. Getting Liveable Neighbourhoods on their radar, and explaining the benefits of creating healthy streets that

work for people, is incredibly helpful, and will make campaigning easier as you get closer to the election.

However, your prospective councillors will all be running for election for many different reasons. It's important to try and understand the key issues that your prospective council leaders care about, as it can help you communicate the importance of a high-quality Liveable Neighbourhoods bid.

We've set out a few of the key issues for London politicians below, and how they can be linked to the My Liveable London Campaign:

1. Air pollution

Air pollution is high on the political agenda in the UK, especially in London where it regularly breaches EU legal limits. The levels of ultra-fine particles PM2.5 exceed the World Health Organization's recommended levels throughout the whole of Greater London. And legal levels of Nitrogen Dioxide are regularly exceeded across London. Air pollution is causing the premature death of over 9,000 people in London each year, and the cost of air pollution to individuals and society in the UK is £20 billion per yearⁱ. Motor vehicles are the single biggest source of pollutants in Londonⁱⁱ – especially at street level on busy roads - and it's not just from the tailpipe emissions. Braking and wear and tear on tyres and road surfaces contributes 50% of particulate pollutionⁱⁱⁱ, which is why we need to reduce the number of unnecessary motor journeys, not simply switch to electric cars.

2. Physical (in)activity

There is an inactivity crisis in London, with 43% of adults not achieving the minimum level of 150 minutes of physical activity each week that they need to stay healthy^{iv}. This is putting Londoners at greater risk of heart disease, type 2 diabetes and a number of other inactivity-related health conditions. The most effective way to help Londoners to get their recommended activity is to enable them to build it into their day-to-day lives, making it easier and safer, and more pleasant to walk and cycle their usual journeys - this makes the public healthier, and saves the NHS money.

3. Children's health

The same goes for the Capital's children, to an even greater degree; 8 in 10 children in London do not get the 1 hour per day of physical activity that 5 – 18 year olds need as a minimum to stay healthy, and 4 in 10 children in London are overweight or obese^v. Children, with their developing lungs, are also at particular risk from exposure to excessive levels of air pollution^{vi}. Children need to minimise the time that they spend sitting, such as in cars on the school run. Active children tend to have healthier adulthoods, and they also have better attendance and attainment in school^{vii}. Making it easier and safer for children to walk, cycle or scoot to school is vital for their health. It also cuts motor traffic, reducing the number of 'school run' trips made by private vehicles on London's streets.

4. Rat running

Motor vehicles cutting through an area, but not stopping, are extremely unpleasant visitors to many residential streets – and this is increasing owing to apps like Waze, which mean that there are no 'secret' routes. Not only does rat running increase the noise and air pollution on roads, it also makes them less safe for walking and cycling. Waltham Forest created a 'low traffic neighbourhood' by installing modal filters – bollards and other roadblocks that meant the streets were 'access only' - as

part of their Mini-Holland project. They cut traffic by 56% in the treated areas, and by 16% in the wider area^{viii}, making it much nicer for residents, people walking and on bikes.

5. Inequality

Creating Liveable Neighbourhoods is a matter of social justice. Most of the problems associated with our prioritisation of motor vehicles, such as excessive exposure to air pollution, disproportionately affect the poorest in London. And with car ownership in London relatively low and falling (you can find the breakdown for your borough in [‘The health impact of cars in London’](#) page 6), it means that the worst impacts of car use in London is felt disproportionately by people who don’t own and use cars. In Inner London Social grades AB are far more likely to own cars than DE.

And Liveable Neighbourhoods aren’t just about walking and cycling; they are also about improving public transport – a big issue in the Outer London boroughs where access to public transport is often still relatively limited. It’s also important to improve public transport to enable more active travel, especially given the huge potential for multi-modal trips (for instance, cycling to the train station, getting a train and walking the other end to your destination), in order to increase the number of people walking and cycling.

6. Reducing congestion

Keeping London moving, especially with the city's growing population, is a key task of TfL and the boroughs, which is not surprising given the huge economic cost of congestion. In 2016, congestion cost London £6.2 billion^{ix}, and given the rapidly expanding population of London, that’s expected to rise to £9.3 billion by 2030^x. This is not a problem that will resolve itself if left alone, and the only effective way to reduce congestion is to reduce the number of vehicles – switch all the unnecessary trips that are clogging the roads to more efficient modes of transport: walking, cycling and public transport. Two-thirds of car trips made by London residents could be cycled in less than 20 minutes, and 1.6 million car trips per day could potentially be walked^{xi}. The more people who feel able to walk and cycle their everyday routes, the less congestion we will see on the roads. A recent TfL study looked specifically at whether cycle tracks cause congestion - they don’t. Whereas “unnecessary car journeys” was one of the biggest causes.

7. Building stronger communities

Loneliness and social isolation is a growing issue in the UK - 9 million people in the UK (almost a fifth of the population) say they are always or often lonely^{xii}. How our streets are managed has an important part to play in reducing loneliness - our prioritisation of motor traffic in our communities has cut people off. Roads that are difficult to cross make it hard for people, especially the young, elderly and disabled, to access shops, health services and other essential services. Large numbers of vehicles also prevent children playing outside, dissuade neighbours from chatting in the streets and increase loneliness in our city. Making our public spaces work for people and communities, and reducing motor traffic, helps build stronger communities.

Week of action

We want to focus some of our bigger external activity into one week in March, just before the Easter school holidays. There are a number of benefits of doing this, including creating a bigger media story, building more ‘noise’ around the campaign and concentrating our collective voice. And don’t

worry, if it's not possible to organise something for the week, doing something in the weeks running up to the election is also brilliant!

Talking to the candidates face to face over this week is ideal, as they are the key group of people we want to influence with this campaign.

Things you might want to think about doing are:

1. Organising a ride/walk with your candidates

Getting people to walk round their borough and take time to appreciate what is working well and what isn't is a really powerful way to help people see beyond the current state of most of our streets. Creating a path that take on some of the best and the worst infrastructure can not only show the issues in the borough as they are now, but what can and has been achieved on your doorstep.

Is there a set of modal filters (blocks that cycles and pedestrians can pass through, but not cars and lorries) that has created a quiet set of streets? Is there a road that is difficult to walk down and cross – especially with a buggy/wheelchair? Plan out and link up some examples to show what is possible and what needs fixing.

Top tips:

- Keep it to about an hour, finishing in a café so that there is an opportunity to continue the discussion if needed
- Think about how you will get between your 'points of interest'. Is it all walkable, or is there a cycle hire scheme that you can take advantage of in order to cycle part of it?
- Invite all the party leaders in your borough to preserve our party political neutrality, but this might mean that you run a few of these. You can also invite along other influential local people – MPs, business leaders etc.
- If you are cycling, consider doing it as multiple one-campaigner, one-politician rides - this enables politicians to really experience cycling conditions in their borough without being in a group, which forces motor traffic to adapt to it.

2. Go along to a local public event to talk to people about My Liveable London

If there is a local fair or market, see if you can get a stall there and invite candidates along (for top tips on running a stall, visit <http://bit.ly/LCCStall>). If you let us know in advance, we can give you some materials to hand out about the campaign.

If there is a hustings or other public election related event, head along and ask a question. Ask whether the candidates:

“Have heard of the Liveable Neighbourhoods programme? And will they be planning on bringing that money into the borough to improve conditions for pedestrians and cyclists in the area?”

3. Parklet

Parklets are usually the size of a parking space, and they re-use the space that would normally be filled by a car to create seating, green spaces, widen pavements and provide cycle parking. They can either be officially put in place using Cyclehoops modules, or can be more temporary structures, like Brenda Puech's People's Parking Bay (<https://www.peopleparkingbay.com>), or even mapped out using chalk. They can clearly demonstrate the benefits of taking space back away from motor vehicles, and are a great way to start conversations with people about My Liveable London.

Closer to the election date, you might want to try and organise a hustings with the party leaders in the borough. Get all the party leaders in a room to talk about how they plan to create a place where people can walk, cycle, breathe, shop and play if elected, and invite everyone in your borough to hear their plans. If this is something your group might want to organise, please get in touch with fran@lcc.org.uk

Alternatively, you could do something completely different! The main idea is to engage with your political candidates on this campaign – talk to them about how they can help create a Liveable London and ask them to sign up to our pledge. If you have any questions or ideas that you would like to run past us, get in touch by emailing fran@lcc.org.uk or calling 020 7234 9310.

Useful documents

[Liveable Neighbourhood guidance](#)

[Healthy Streets for London](#)

[Local Action to Mitigate the Health Impacts of Cars](#)

[Strategic Cycling Analysis](#)

[Analysis of Cycling Potential](#)

[Analysis of Walking Potential](#)

FAQ's

1. Can boroughs put in more than one bid?

Yes – and they are more likely to win further funding for Liveable Neighbourhood type schemes if they can prove that they will use the initial funding wisely to create the best results for people walking and cycling.

2. Should we pick out where the Liveable Neighbourhood should be/what if the borough's Liveable Neighbourhood isn't where I live?

Avoid naming specific areas of your borough as the location of any future Liveable Neighbourhood. It's likely to stop people from engaging in the campaign if it's not in their area, and provides an easy route for candidates who don't want to sign up to the campaign ("we can't put the LN there...")

Instead focus on the vision that the LN could create in your borough. After all, a winning Liveable Neighbourhood bid is likely to be aligned with TfL's strategic plan for areas of highest potential for walking and cycling. Plus, each Liveable Neighbourhood won't just make one area better – it will act

as a beacon for what your borough can do – the Mini-Holland boroughs have attracted funding from outside the programme to continue building more pedestrian- and cyclist-friendly infrastructure.

Plus, getting people to think about Liveable Neighbourhoods in their part of the borough, even if they do not lead to an initial bid, will generate interest in and support for improvements and future schemes.

3. Why are London Living Streets and London Cycling Campaign working together?

There are a number of reasons LCC and London-based Living Streets activists have joined forces for this campaign, but the main three are:

- We are increasingly working together, recognising that the needs and demands of pedestrians and cyclists are often aligned, especially when it comes to creating less car-dominated neighbourhoods
- We have a more powerful voice when working together, and it's proved a successful tactic in the Mini-Holland boroughs
- For the first time, the Mayor's Transport Strategy gives an opportunity to promote active travel – walking and cycling, in the context of Healthy Streets, in a coherent way

The campaign is being closely supported by both Living Streets, the national organisation, and London Living Streets, the local campaign group covering London.

4. What if our group wants to campaign on something else?

Some groups will have other issues that it's sensible to campaign on in the run-up to the election. However, we've decided to focus on Liveable Neighbourhood funding because:

- If the funding is used well, it will make a tangible difference to people's experience of walking and cycling in their borough
- Having a commitment to a high quality and safe scheme from your Council leader will be a powerful campaigning tool over the next 4 years
- All London boroughs are able to apply for funding - it's something that future councils will have control over
- It's a positive thing you can ask candidates to do for you if elected

There are a couple of things to consider if you want to campaign on other issues:

- You can still include My Liveable London, even if it's one of a few asks - but don't make the list too complicated for a candidate to understand
- There will be very limited staff capacity to support non-My Liveable London Campaigning.

5. How do the rules around election campaigning affect what we can do before May?

There are a few pieces of legislation that will affect your campaigning in the run-up to the election – you don't need to be aware of all the detail, but please do make sure that you:

- Don't tell people who they should vote for on May 3rd
- Don't advocate one candidate over another

- Don't just engage with one political party – try and talk to all the main parties in the area
- Don't rank or give scores to the candidates/parties

This advice applies to all communications, including social media.

If you want more advice on campaigning in a non-partisan way, please see our guidance:

<http://bit.ly/LCCElectionrules>

6. How do I work out who to target, how to find out who are the potential party leaders/mayors in my borough?

We are targeting the prospective council leaders (or mayors) as they will hold a large amount of power if elected. Having the very top of the council behind any future Liveable Neighbourhood scheme in the borough will be incredibly useful for future campaigning, and sets the tone for other transport schemes that are produced by their cabinet.

For most boroughs, the prospective council leaders will be the party leaders of the main parties (Conservative, Labour and Liberal Democrat). You can find out who your local party leader is by contacting the local party office and asking.

Some boroughs will have mayors, who essentially act as the council leader once elected (such as Tower Hamlets). You can find out who is running for Mayor in your borough by contacting the local party office and asking.

ⁱ <https://www.rcplondon.ac.uk/projects/outputs/every-breath-we-take-lifelong-impact-air-pollution>

ⁱⁱ <http://www.ippr.org/read/lethal-and-illegal-londons-air-pollution-crisis#londons-air-pollution-crisis>

ⁱⁱⁱ <http://publications.jrc.ec.europa.eu/repository/bitstream/JRC89231/jrc89231-online%20final%20version%202.pdf>

^{iv} https://www.london.gov.uk/sites/default/files/health_impact_of_cars_in_london-sept_2015_final.pdf

^v <http://content.tfl.gov.uk/healthy-streets-for-london.pdf>

^{vi} <http://www.who.int/ceh/risks/cehair/en/>

^{vii} www.gov.uk/government/uploads/system/uploads/attachment_data/file/370686/HT_briefing_layoutvFINALvii.pdf

^{viii} <https://www.enjoywalthamforest.co.uk/wp-content/uploads/2015/01/Walthamstow-Village-Nov-2016-letter.pdf>

^{ix} <http://inrix.com/press-releases/traffic-congestion-cost-uk-motorists-more-than-30-billion-in-2016/>

^x <http://inrix.com/press-releases/traffic-congestion-to-cost-the-uk-economy-more-than-300-billion-over-the-next-16-years/>

^{xi} https://www.london.gov.uk/sites/default/files/health_impact_of_cars_in_london-sept_2015_final.pdf

^{xii}

http://www.redcross.org.uk/~media/BritishRedCross/Documents/What%20we%20do/UK%20services/Co_Op_Trapped_in_a_bubble_report_AW.pdf