

Travel awareness annual review 2007/08



Introduction

Annual review

Lambeth's Sustainable Transport Team are pleased to present this annual review as a record of the various events, campaigns and partnership working that took place during the financial year 2007/08.

The initiatives that were carried out were paid for with a mixture of Transport for London and Lambeth Council funding.

We hope you find this review informative and inspirational.

Dawn Haines
Transport Policy Manager.





April saw the official Tour de France roadshow pay a visit to the borough

To advertise the Tour de France coming to the borough in July, officers organised a special event which was split into 3 different mini-events, to cater for residents and local schoolchildren, as well as cycling commuters. The main focus of the day was to use the Tour de France race as a platform to promote and celebrate cycling in London and Lambeth and to increase cycling numbers to workplaces and schools across the borough.

Bright and early, the cyclists' breakfast was a big success with approximately 100 commuters enjoying free healthy breakfasts, discussing cycling related matters and meeting Lambeth councillors and the Lambeth sustainable transport team. As well as promoting the Tour de France, Lambeth wanted to say thank you to cyclists and celebrate their transport choice.

Dr. Bike experts were also on hand to give cycle maintenance advice to commuters and to check bikes to ensure that they were



safe to ride on to work. Commuters and other passers-by were given freebies including cycle maps and puncture repair kits to help further promote cycling in the borough.

Later that morning with the sun blazing down, 180 schoolchildren from 4 local schools took part in 5 cycling-related activities.

In the afternoon, most of the morning activities formed part of a public event. Approximately 150 attendees participated in cycling-related activities, with recumbent bikes whizzing around a designated area and even one of our Lambeth councillors trying out a penny farthing. All the exhibits were popular with our visitors, especially the Tour de France roadshow and Rich Johnson's amazing bike show.



Walking really worked in April, with the first ever Walk to Work day!

Despite the rain, Lambeth Council staff turned out in force on April 26th with almost 100 officers making a pledge to Walk to Work. Some walked from as far as Norbury and Colliers Wood, whereas others travelled in by public transport but jumped off a few stops earlier and walked the remainder of the journey. Every little step counted though and all were rewarded with a free healthy breakfast, a free massage and a health check.

Kirstin Lewis, Programme Co-ordinator for Children and Young Persons' Services won the prize for walking the furthest on the day. Clocking up 10 880 step on her pedometer during her walk from Crystal Palace to Brixton won her an iPod Shuffle.

Members of the Lambeth Business Travel Network were also encouraged to join in with the fun and we provided a breakfast for a number of the businesses who persuaded their staff to walk in on the day. Feedback suggested that the event kick-started a summer of walking to work.



The launch of the distribution list!

In anticipation of the busy year ahead, we set up a number of distribution lists/email addresses that would allow residents, businesses and staff alike to contact us with sustainable transport queries. Requests for cycle maps, information on cycle training, eco-driving tips and location of car club bays soon came flooding in. At the same time these lists allowed us the opportunity to contact those signed up to them to inform them of forthcoming events, campaigns and other useful information. Lists include:

Cycling@lambeth.gov.uk
Walking@lambeth.gov.uk
sustainabletravel@lambeth.gov.uk
travelplans@lambeth.gov.uk

These email addresses are publicised widely and have over 500 people signed up to them.

May 07

May was all about the Lambeth Business Travel Network's first meeting

The Lambeth Business Travel Network (LBTN) held its first meeting on 8 May in the Town Hall

The network aims to unite businesses and give advice on what is available to them in regards to funding and support when creating a workplace travel plan.

The first ever meeting proved to be a success, focusing on motivating staff and visitors to travel in a more sustainable way. Members identified and discussed quick wins to encourage staff and visitors to travel more sustainably. These were prioritised according to ease and cost and each business picked one to implement before the next meeting.

The meeting included speakers such as Charles Tucker from Transport for London talking about the Enterprise initiative which offers sustainable transport packages and consultation for businesses interested in formulating a Workplace Travel Plan. Ben Green of the Oval cricket ground also spoke about the implementation of their Workplace Travel Plan and the positive aspects of the measures on staff and visitors.



Tour de France artist competition

To celebrate the Tour de France coming through Lambeth the sustainable transport team set up a competition to test the artistic talents of its residents, students and businesses. Traditionally in France, the villages through which the Tour de France passes go to huge lengths to enter into the spirit of the Tour by undertaking a series of floral displays, cycling themed art and colourful banners to decorate their village and celebrate the riders passing through. To enter into the spirit of the Tour, the competition was to produce any of the following and the deadline was in May.

- Cycle related flora or topiary
- Cycle related shop window displays
- Cycle related art work (posters, sculptures etc)
- Decorated bicycles

We had a number of entries including a series of photographs, a bicycle dressed up to the nines and a picture of the Tour. The winning entry was a bike with Lambeth's special edition Tour de France cycle map lacquered on to it.

COMPETITION

The biggest annual sporting event in the world, the Tour de France, will start in London, coming to the UK capital for the first time in its 100 year history.

Traditionally in France, the villages of which the Tour de France passes through go to huge lengths to enter into the spirit of the Tour by undertaking a series of floral displays, cycling themed art and colourful banners to decorate their village and celebrate the riders passing through.

Lambeth are keen to enter into the spirit of the Tour and are running a competition for both residents and businesses to produce any of the following:

- Cycle related flora or topiary
- Cycle related shop window displays
- Cycle related art work (posters, sculptures etc)
- Decorated bicycles

A number of prizes are available, including 3 bicycles, and 10 good going bicycle packs (worth £50). Plus a display of all entries will be produced and showcased at various Lambeth Transport events in the future.

Terms and conditions: This competition is open to anyone who works, lives, or studies in the borough. The winner will need to provide proof of the relevant Lambeth address. Deadline for entries is the 31st July, however entries can be received ahead of this deadline. Winners will be notified by 29/08/07. Judges decision is final. Prizes cannot be exchanged for cash.

To enter this competition please send a photo of you creative work either by email - to cycling@lambeth.gov.uk or post your response to Tour de France Competition, 1st Floor Blue Star House, 234-244 Stockwell Road, London SW9 8SP, providing us with your full contact details.

good going
your business in Lambeth

Lambeth

JUNE 07

National Bike Week, the annual celebration of cycling, happens in June and this year the sustainable travel team spread the word in style

Streatham goes MAD for bikes

Residents from across Lambeth were encouraged to descend onto Streatham Common for Streatham Bike Fest on June 16th. Among the attractions was Team MAD, the fantastic mountain bike aerial display team. Funded by Lambeth Council the event helped promote cycling in the borough and the Tour de France Grand Depart from London in July.

As well as Team MAD, the Bike Fest featured a unicyclist, a stilt wearing clown bicyclist, Punch & Judy and Electric Pedals with participants attempting to boil a kettle with the power of eight bicycles. There was also the opportunity to win a top-of-the range bike by entering a slow bike race and a Dr Bike service was available throughout the day.



Dr Bike surgery at the Town Hall

Lambeth Staff cyclists were encouraged to bring in their bikes to get a free bike check from professionals on June 20th. The Dr Bike mechanics were available to ensure bikes were roadworthy by checking brakes, gears, tyres and more. The mechanics were inundated and all appointments were filled with staff eager to get their bikes fixed up for the summer ahead, and the workplace cycle challenge!



Cycle maintenance classes for the cyclists of Lambeth

In order to encourage our cyclists to be savvy when it comes to keeping their bike roadworthy, we put on a series of bicycle maintenance classes on June 23rd. Residents were able to sign up to one or more of the classes which specialised in fixing brakes, gears and punctures. The classes were well received and booked up quickly. Instructors from Cycle Training UK imparted their knowledge to the keen cyclists who attended the sessions.



Tour de France information boards come to libraries across the borough

To celebrate the Tour de France staging the Grand Depart in London, we put a colourful and informative display in all the libraries across Lambeth. This included Tour de France trivia, a reading list of cycling literature, our special limited edition Tour de France (Lambeth) cycle map and information on cycle training.



July 07

The Tour de France zipped through the borough during Stage 1 of the race, providing an ideal opportunity to promote cycling in Lambeth

Giant floral cyclists installed on the route

Lambeth's Tour de France flowery cyclists were installed on Belvedere Road and saw the real Tour de France riders whizzing past them on the 8th July as Stage 1 of the race went through the borough. These installations have since moved around the borough visiting the Lambeth Country Show on the weekend of the 21st-22nd July and finding a more permanent residence on the roundabout by Lambeth Bridge. The floral displays were entered as part of a special Tour de France London in Bloom Competition – and won!



Lambeth staff sign up the most participants for the Workplace Cycle Challenge

To coincide with the Tour de France the sustainable transport team at Lambeth invited its staff to get involved with a month long cycle challenge organised by Transport for London. Lambeth Council signed up the most participants in the whole of London, with 99 taking up the challenge. However, not content with just following the Transport for London idea, we created an uber challenge! This consisted of encouraging healthy competition within the Council as we pitched department against department with team leaders or 'yellow jerseys' championing their teams to do the most miles.

Of the 99 staff taking part -1,854 trips were made which covered a total of 8,453 miles over the period July 6th -29th. Spot prizes were awarded and those with the most mileage in the different categories got handsome cycle related rewards at a breakfast put on to celebrate the cyclists' achievements.



Cyclist breakfast and the BBC London Bus in Brixton

There was much excitement in Brixton town centre on the 20th July as the BBC London radio roadshow did a live broadcast from Tate Gardens. The sustainable transport team set up a marquee and gave a free healthy breakfast to those pedalling past. Dawn Haines, Transport Policy Manager was interviewed live on the radio about cycling in Lambeth, discussing the benefits of cycling and advertising Lambeth's subsidised cycle training.



Lambeth Country Show

Over 150 000 people attended the event in Brockwell Park on the 21st and 22nd July.

Alongside the floral cyclists which visited the show, the sustainable transport team provided information and advice to the visitors to Lambeth's largest outdoor festival. This included providing them with useful information such as walking and cycling maps and information on car clubs and car sharing.

The annual event was fantastic fun for all the family with a wide variety of music and entertainment. There were also arts and crafts available to buy and try, trade stalls and horticulture competitions. Children enjoyed the live animals from farmyard breeds to more exotic species, storytelling and a funfair. The sustainable transport team seized this opportunity to chat to visitors about their travel choices and promote the message of sustainable transport.



Bikers eat burgers at a barbecue on Clapham common

Cyclists soaked up the sun at a biker's barbecue that the sustainable transport team organised on July 18th. Previous experience of organising cyclists' breakfasts had shown that some commuters were in too much of a rush to stop and talk as had to get to work for a certain time. Hence the idea of an event in the evening where commuters would hopefully be in less of a rush. So, similar to our breakfast events we provided information and encouragement for people commuting by bicycle, only this time they had the time to relax and interact socially over a burger.

The weather was great and the cyclists were able to get their bikes checked by the Dr Bike mechanics in attendance. Everyone agreed that the more leisurely pace of the event made it fun and a great way to chat with others about problems and highlights and to swap tips.



Councillors prove their pedal power

Councillors took to their bikes to learn safe cycling techniques as part of the sustainable transport team's Movers & Shakers initiative which encourages influential people to undertake cycle training and talk about its benefits.

Leader of the Council Steve Reed, and Cabinet Member for Environment Lib Peck, took part in a cycle confidence training session organised by the sustainable transport team on July 2nd. The courses are also open to all those who live, work or study in the borough, and the council is subsidising them to encourage more people out of their cars and onto their bikes.

Cllr Reed said: "The council is serious about doing all it can to help people take up more sustainable forms of transport such as cycling, and these classes are an excellent idea for anyone who thinks they would like to cycle more but is perhaps a bit nervous about taking the plunge. I would recommend them to anyone."



August 07

August was a month for snapshot surveys across the council, BMX banners and more maintenance classes for residents

Brixton Splash

Community led event Brixton Splash came to Tate Gardens on 5 August. The street party took advantage of three roads closed in central Brixton and a colourful festival ensued. Despite the sweltering heat, the sustainable transport team manned a stall and offered a Dr Bike service to those cycling to the party.

Snapshot surveying in Brixton

Our last council-wide travel survey in September 2006 showed that staff members were unaware of many of the fantastic initiatives we run at Lambeth. So we decided to take it upon ourselves to go to all the main council buildings and surprise people on their way into work with a snapshot survey, with the dual purpose of promoting the various sustainable transport initiatives currently in place. With the lure of a prize we got a good response rate.

The snapshot surveys were beneficial on a number of levels. The presence of the sustainable transport team allowed staff to put a face to our names and act as a more approachable channel to approach us in the future for information and advice. We asked 'how did you travel in to work today?' and then asked if people wanted more information about walking, cycling, public transport, car sharing, car clubs and eco driving. Where they did we added them to our various distribution lists (set up in April) and sent them an email with relevant information for that mode. The sustainable transport team continue to use the databases to impart information as it comes to us and has proved to be a highly useful direct channel of communication.

On August 22nd, the sustainable transport team visited Blue Star House and International House a couple of days later on August 24th. Blue Star House had a good proportion of people travelling by public transport but we aimed to encourage more staff to walk and cycle as good shower and cycle storage facilities are on offer in

this building. International House had a very high percentage of drivers and this is likely to be due to a reduced fee offered by the multi storey car park in the vicinity. We aim review this discount and encourage public transport as the area is well served by buses, trains and the underground alike.

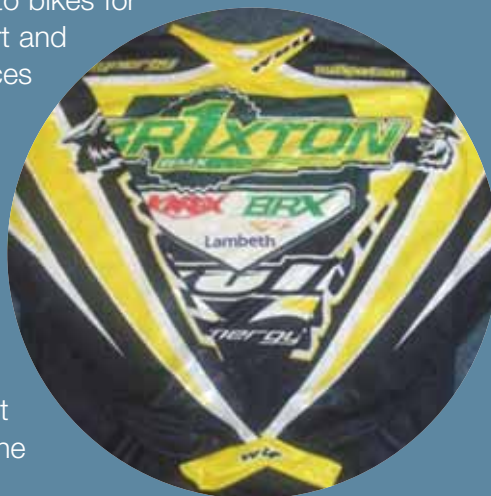


The prize of an iPod shuffle was well received and the member of staff that won stated that it would act as an incentive to encourage her to walk to work more often.

Lambeth sustainable transport team sponsor Brixton BMX club

In order to encourage children and young people onto bikes for leisure and eventually as a preferred form of transport and way of life, the sustainable transport team joined forces with the Brixton BMX club. The club, which relies entirely on outside funding, enables kids to race against other clubs nationally and internationally. A resculpting of the track at Brockwell Park provided a new lease of life to the club and allowed the team to host races at home in Brixton.

Lambeth's sustainable transport team provided start and finish banners along with newly designed club kit with jerseys emblazoned with their team name and the Lambeth Council logo.



Cycle Maintenance – helping people to help themselves

Bike maintenance classes run by Cycle Training UK and funded by Lambeth Council have been a huge success this month. Residents were invited to put their spanners to work and learn how to fix their bikes at Lambeth Accord on August 29th.

Tim Buckland who attended the course said 'I discovered that adjusting gears and brakes, as well as changing cables was a lot easier than I'd ever imagined. I'd recommend this course to anyone who regularly rides a bicycle'



September 07

September was a busy month for the sustainable transport team as we celebrated European Mobility Week

All Party Bike Ride

Also on September 9th, Councillors came together in the sun to cycle through Lambeth and take in the sights before arriving at the Urban Green Fair at Brockwell Park. The event was a great opportunity to promote cycling and inform councillors of recent additions and improvements to cycling facilities in the borough.



Streatham Chamber of Commerce Chilli Chutney business breakfast

The Lambeth Business Travel Network was represented at the breakfast hosted by the area's chamber of commerce on the 11th September. The meeting is well attended by a wide range of business owners, council staff, police and representatives from business forums.

The sustainable transport team used the opportunity to talk to business people about how their staff and visitors travel to and from their establishments. The breakfast provided a great platform to encourage membership of the network and discuss options open to businesses including the Enterprise and Corporate initiatives run by Transport for London.

London walks

London Walking Weekend was arranged for September and the team promoted a led walk organised to take in the sights of Lambeth Palace on September 16th. Leisure walks are a great way to get people to include walking in their lives.

More snapshot surveys

Our sustainable transport roadshow continued its work surveying council staff and visited Phoenix House in Vauxhall September 19th.

Phoenix House has the highest level of public transport usage which is due to close proximity to the bus station, and train and tube stations. The sustainable transport team in conjunction with facilities are hoping to improve the cycling storage facilities at Phoenix House and this should encourage more cyclists.

Dr Bike at Phoenix House

Lambeth Council staff in Vauxhall were encouraged to commute by bike when Dr Bike experts visited Phoenix House on September 20th.

The lunchtime session enabled cycle users to receive advice from the Dr. Bike experts and receive bicycle checks and maintenance.

The event was part of a wider package of incentives to encourage council staff from across the borough to choose more sustainable modes of transporting to work.



Lambeth Goes Electric

Lambeth Council hosted the showing of the award-winning documentary 'Who Killed the Electric Car' on September 21st.

Residents and staff attended the performance at Brixton Town Hall to watch the electric vehicle themed film about the destruction of thousands of new, radically efficient electric vehicles. Through interviews and narrative, the film paints a picture of an industrial culture whose aversion to change and reliance on oil may be deeper than its ability to embrace ready solutions.

The film was enthusiastically received and led to a debate within the audience about sustainable transport.

Safer Travel at Night

Ambassadors for Lambeth hit the pubs and clubs of the borough, also on September 21st to promote safer travel at night and the Cabwise scheme. Attempting to stamp out unlicensed cab drivers Cabwise has been set up to provide licensed taxi details to users. Texting HOME to 60835 prompts the service to provide one taxi and two local licensed taxi numbers. Our girls blitzed revellers in the borough, handing out cards with the cabwise message.



Cyclists took off from five separate hubs across the city, with the Council's sustainable transport team representing Lambeth and all the cycle incentives open to Lambeth residents at the Clapham Common hub.

Along with a stall giving information to cyclist the mini and main central London hubs were a hive of activity of entertainment, picnics, stalls and cycling. Fun was had by all including families, new and existing cyclists and even a dog that was pulled round in the luxury of a kid's trailer!



Freewheel 07

Thousands of cyclists descended on Clapham Common on the 23rd September to take part in the first annual Freewheel event. The Common acted as a hub for people to meet, get their bikes checked and set off to St James' Park along closed roads.

With the aim of encouraging new and returning cyclists, 14 kms of central London roads were closed to motor traffic. St James' Park was host to a bike festival with entertainment, competitions and a picnic supplied by the sponsors Hovis.

The event had more than 38,000 cyclists registered for the first annual Freewheel.

Dubbed as an 'extraordinary day', the event stopped traffic along 14km of the capital's roads, turning the city centre into a bike friendly mecca for Sunday cyclists.

Streatham street parties

Residents in Streatham closed their streets to cars and opened their streets to people during the month of September.

Supported by Lambeth Council, a number of community events took place with food, music and a variety of arts and crafts. The sustainable transport team joined in with the activities and promoted the sustainable transport message to all those who attended.



Pool bikes for all at Lambeth from Oasis

Oasis Children's Venture provided reparation work for some of Lambeth's young offenders, funded by the sustainable transport team. The project involved the children taking part in cycle maintenance projects using bikes recovered by local police. The bikes were then returned to good use as council pool bikes.

Council building Hambrook House began its pool bike scheme with one such bike. This new scheme bringing the total of buildings with pool bikes up to six. Hopton House is a council building already boasting a pool bike scheme but it was lacking a ladies bike for use by some of the staff. Oasis provided a bike that fit the criteria and the bike pool is more inclusive and therefore better used. The store of bikes available for staff to use during working hours at Blue Star House was also enhanced by renovated bikes from Oasis.



Imperial War Museum hosts a peaceful AGM

Our team never lets an opportunity to promote the sustainable transport message pass us by and when the Lambeth Primary Care Trust informed us that their AGM was happening on September 24th we leapt at the chance to represent.

There are a lot of opportunities for people who work in Lambeth to change their mode to something more sustainable including events such as Walking Works and Cycle Challenges to subsidised cycle training. Many of the nurses and other staff were interested in taking up cycling or walking as their preferred form of transport and we were happy to advise them.

New way to worship

The sustainable transport team were keen to expand their offer of advice and support to write a travel plan to organisations other than businesses and decide to target faith groups. A leaflet was produced and distributed to all places of worship including mosques, churches and Buddhist centres offering help to change the way people travel to their place of worship.



October 17

We encouraged winter cycling, distributed bikes to those who would use them well and wrote a travel plan for a Buddhist centre

More snapshots

The team continued on their quest for information both given and received by taking in two more council buildings for snapshot surveys. Hopton House surveys were carried out on October 10th and the results were fairly reflective of the average across the council buildings. Whilst high levels of sustainable modes were apparent 25% of staff were travelling in by car. Olive Morris House surveys in Brixton were carried out on the 3rd October and highlighted the highest level of soft modes of all the buildings but still had a high percentage of motor users. As a result of the surveys carried out in these two buildings the sustainable travel team now aim to target these buildings to further reduce single occupancy car use.

CYPS conference

The annual Children and Young People Services (CYPS) annual conference took place on October 15th.

The sustainable transport team held a stall informing staff of the benefits and facilities open to staff in choosing greener modes of commuting to work.



Winter Wheelin'

Over 300 cyclists travelling through Brixton and Clapham on the 23rd and 24th October were delighted to receive free bike lights and hi-visibility vests as part of an initiative organised by the sustainable transport team to keep people cycling through the winter months.

The team erected marquees on Brixton Road and in Clapham Common and were on hand to provide advice on a number of cycle related issues such as the importance of being seen at night, bike maintenance, suitable clothing and how to cycle safely during winter months. A specialist leaflet was also produced by the sustainable transport team giving more detailed advice on the above points. These were well received by the public and taken in abundance.

Cyclists were invited to have a free cup of hot soup whilst they browsed a variety of bike lights, hi-vis garments and an assortment of winter jackets and trousers on display. Dr Bike mechanics were also present to give a free bike service while people browsed.

Transport Policy Manager, Dawn Haines said, 'We are aware that lots of new cyclists have taken to the roads during the summer. However experience has shown us that some people are put off by cycling during winter. Therefore we wanted to provide practical and useful advice on how to keep to two wheels during the colder months'.



Faith travel plan for Buddhist centre

The sustainable transport team offer their support to all faith leaders in the borough in reducing their worshippers' amount of travel as well as encouraging the use of sustainable transport.

Following a meeting with Jamyang Buddhist Centre, Renfrew Road, Kennington, the team were able to assess the issues and concerns the centre had with people travelling to their centre. The sustainable transport team were then able to produce a travel plan personalised for their specific location.

The detailed plan acts as a transport management tool to reduce single occupancy car use whilst encouraging modal choice through a range of measures and initiatives. Travel Plans are growing in popularity as the need to reduce congestion and emissions are recognised.

The travel plan was written in the hope that the centre's congestion, pollution and parking stress would be reduced and the health of worshipper be improved.

Cycle maintenance for all

The sustainable transport team organised free cycle maintenance courses on October 10th, 17th and 31st for residents and people working in the borough, including council staff.

The three evening sessions were aimed at people who haven't had any previous maintenance experience. Professional trainers ran the sessions, which covered punctures, brakes, gears and general check ups.

With rising bike shop repair costs and booking times of a month or more, it is thought that some people are deterred from cycling when they develop problems with their bikes. These activities enabled people to take responsibility for their own repairs through giving them the training and knowledge they need.



A bike for deliveries

Bikes from the Oasis project came in handy once again to provide a sustainable transport option for a member of Lambeth's print contractor's staff. The delivery man mentioned that his deliveries made by van often took too long and were costly both in terms of fuel and parking costs. The sustainable transport team jumped at the opportunity to provide a cheaper and quicker alternative in the form of a bicycle. Any small deliveries undertaken are now done on two wheels in a fraction of the time and with no parking worries.



Sustainable Transport Flyer

In response to a lack of an all encompassing sustainable transport information flyer at events, a leaflet was commissioned. The leaflet now accompanies the sustainable transport team at all our events and has been a catalyst to conversation surrounding all the options available when considering a way to travel more sustainably.

The leaflet also contains our various email addresses such as cycling@lambeth.gov.uk and sustainabletravel@lambeth.gov.uk which allow people to get in touch with us if they require more information.

Lambeth

Transport has a huge impact on the health and quality of life for everyone.

Lambeth Council is working towards a cleaner and greener borough through reducing the amount of travel we take as well as encouraging the use of sustainable transport.

Sustainable travel will reduce congestion, pollution and parking stress, and improves the individual's health.

Walking

We can provide information about leisure walks in your local area. Email walking@lambeth.gov.uk

Walking is:

- Free
- Time reliable
- Improves health and fitness.

Cycling

We can arrange individual cycle certification training lessons subsidised rates. Email cycling@lambeth.gov.uk for cycle map details about a range of upcoming events and activities in various forms of cycle maintenance to group cycle rides.

Cycling is

- Quick
- Time reliable
- Free from the stress of parking and traffic jams

Public transport

We can provide maps and information about local bus/rail/tube routes for your area. Email sharben@lambeth.gov.uk

Public transport is:

- quick and easy
- cheaper than owning and maintaining a car in London
- less stressful than driving and free from parking worries.

Car sharing and green vehicles

Car sharing discourages single occupancy motor vehicle use, helping to reduce congestion. There are many ways to use car sharing networks such as www.1stjuly.com and www.giveit.com

Electric cars are not only non-polluting but are also exempt from the Congestion Charge.

Car clubs

Enable you to rent cars by the hour, day, week or month on a pay-as-you-drive basis. There are many places in the borough where vehicles can be collected.

Car clubs:

- Reduce unnecessary car trips
- Reduce parking stress on each car replacing it or 5 privately owned vehicles
- Give an alternative to privately owning a car

For more info see www.ridewith.co.uk or www.citycarshare.co.uk

Icons at the bottom represent: bicycle, scooter, train, walking, bus, and tram.

More pool bikes, more maintenance,
a new newsletter and the imove
London bus comes to Lambeth

Street Care take to two wheels

Members of the street care team recognised that they could carry out their duties much quicker and easier if they were to do it on two wheels. The sustainable transport team therefore worked closely with the nominated pool bike scheme facilitator at the Shakespeare Road depot to implement the scheme. Ten bikes were acquired and branded to carry the sustainable message of the council wherever the officer went. The bikes are predominately used by environmental monitoring officers to make inspections of abandoned vehicles and commercial and refuse waste.

Large numbers of staff at the depot were keen to be involved and Cycle Training UK were inundated with requests for training which is imperative before using the pool bikes at Lambeth. This ensures that staff have a high level of on-road confidence and are therefore safer using the pool bikes.



imovelondon Roadshow comes to Lambeth

TfL's imoveLondon roadshow met with thousands of shoppers in November at the Kennington Road branch of Tesco to promote sustainable travel.

The impressive roadshow, with its branded bus and interesting displays, encouraged members of the public to sign pledge cards committing them to walking or cycling more regularly and reducing their car journeys.



More maintenance classes

Due to popular demand more maintenance classes were organised in November and offered to those working and living in the borough.



Our monthly newsletter gets makeover

The good going newsletter that went out monthly to schools and libraries with information about the fantastic work carried out by the sustainable transport team was given a facelift in November. With the dissolving of the good going team which acted as a central point of contact for all the boroughs came the birth of London Travel Awareness Team and the imoveLondon principle.

The newsletter is now printed in glorious colour and the distribution list updated and widened. The new format enables the sustainable transport team to send it out in electronic copy making it more sustainable and able to reach a wider audience.



December 17

December saw a Dr Bike event, staff walking to work and a new council building to work with

Gracefield Gardens opens its doors

Gracefield Gardens, a joint service centre for Lambeth PCT and Lambeth council, opened on December 4th. As ever the sustainable transport team wasted no time in promoting the message to those working in the building. It provided a perfect opportunity to engage members of council staff and those working in the PCT together. Getting to speak to staff at the opening party gave us the chance to set travel patterns and give advice to those who may not have thought yet about how they to travel to work at the centre.

We now have many plans to encourage the sustainable travel of staff in the building such as a pool bike, involvement in events and challenges and a travel awareness breakfast.



Lambeth staff Walk to Work

Despite the torrential rain (it always seems to rain on Walk to Work days), staff turned out in force with almost 100 officers making a pledge to Walk to Work on December 5th. Some walked from Crystal Palace, others walked from as far as Beckenham and Colliers Wood. All participants were entered into a prize draw and rewarded with a free healthy breakfast, shoulder and foot massage as well as a health check.

Healthy competition was encouraged by pitching Brixton offices against those in Streatham. This resulted in the Brixton Boppers versus the Streatham Strollers.

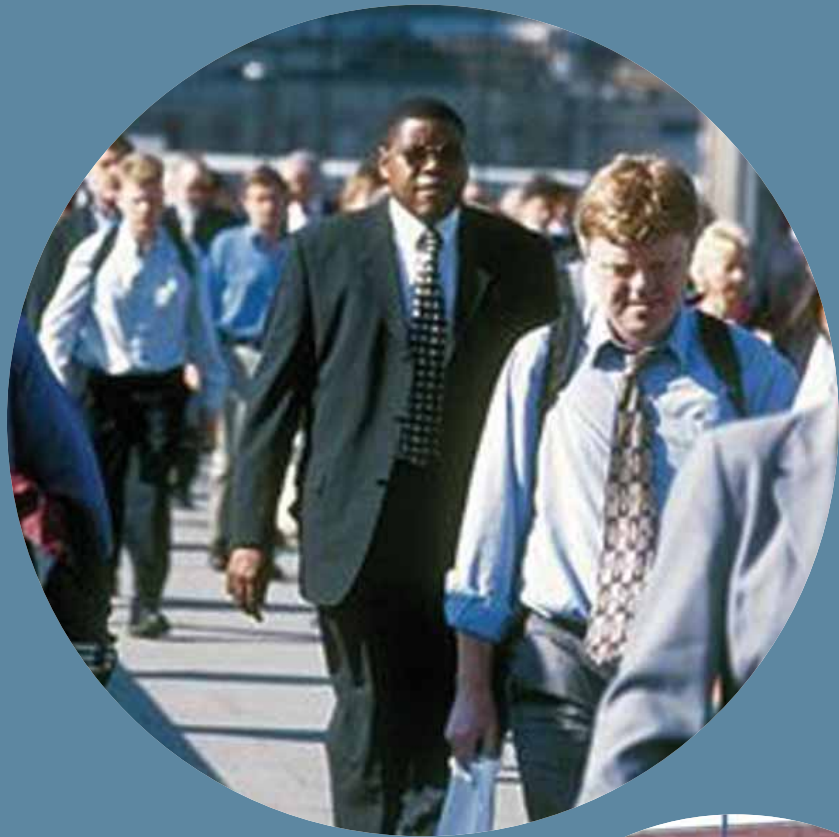
Participants managed to clock up a staggering 320,000 steps which is almost 140 miles (and these are carbon neutral to boot). The Streatham Strollers were victorious with staff walking an average 5428 steps compared to the Brixton Boppers 4104 steps.

Event Organiser Faz Mussa said “we were very happy with the turnout despite the awful weather. The idea behind the campaign is to highlight the benefits of regular walking. It’s healthy, environmentally friendly and best of all its free. Everyone seemed to enjoy the event and were surprised at how good they felt when they arrived at work”.

Dr Bike in Lower Marsh

In response to members of our Lambeth Business Travel Network who are located in the north of the borough the sustainable transport team organised a Dr Bike and security advice session in Lower Marsh on December 13th. The Christian Aid head quarters and Kings College which are located close to Lower Marsh both have high numbers of cyclists who travel to and from work/study on two wheels. In addition, Lower Marsh meets with the junction on Baylis Road which is part of the London Cycle Network, making it a popular route for Lambeth's cycle commuters. It was therefore an ideal location to hold a Dr Bike session and was well attended.

Despite the cold, many people brought their bikes in for a service and a chat with the police officers who attended and advised on how to lock bikes for the greatest safekeeping and other hints and tips for bike security.



January 08

In January we organised a travel awareness event, a travel plan for a church in the borough and sustainable transport grants

Christ Church's travel plan

Worshippers at Christ Church, Gypsy Hill, were presented with their own personalised travel plan in January 2008 to help them improve their health and quality of life for themselves and everyone in their community.

The travel plan has enabled people attending the church to plan their journeys and choose sustainable alternatives and in the process help reduce congestion, pollution and parking stress.

Rev. Andrew Rumsey of Christ Church says; "Our sustainable travel plan has been a great help to our church as we explore practical ways to help our local environment".

The sustainable transport team is working with the church to implement the initiatives in the travel plan.

Gracefield Gardens travel awareness breakfast

Gracefield Gardens Customer Centre opened its doors in January, giving Streatham residents access to council and NHS services under one roof. The sustainable transport team is helping to encourage staff, patients and visitors to travel to and from the centre in a sustainable manner. The underground car park boasts a secure bike park and a travel information leaflet is in production. The centre is well served by bus routes and sits between the three Streatham stations allowing those who visit the centre to do so easily, using public transport.



To entice staff members at the centre to attend a travel awareness event on January 16th the sustainable transport team laid on a healthy breakfast. The lure of free food and a chance to chat to colleagues and the sustainable transport team ensured that the breakfast was very well attended. Staff were open to considering more sustainable travel and information on cycle confidence training was popular especially among nurses some of whom had never learnt to ride a bike!

Grants for sustainable transport initiatives

Members of the Lambeth Business Travel Network were invited to bid for a sustainable transport grant of £2 000.



Healthy Eaters food delivery service in Brixton used their grant to acquire four delivery bikes to ensure that their carbon emissions from deliveries were reduced spectacularly. Stafford Geohagen's business has benefited from greater freedom of delivery, as there is no longer a minimum order, and his staff have benefitted from greater fitness levels from cycling around the borough delivering these orders.

CAFOD, who have their headquarters in Brixton, proposed a pool bike scheme using Brompton folding bikes. They decided that due to the nature of some of the sites that they visit, a folding bike would be more appropriate. They are now easily able to put the bikes on a train to travel to Manchester when required. Along with the bicycles the grant also allowed safety equipment such as helmets and high visibility clothing to be purchased.

The South London and Maudsley trust put in a bid to produce a leaflet to distribute to staff, patients and visitors. The leaflet shows bus routes and other public transport links between the trust's sites and gives estimated distance and time for walking and cycling routes.

Philippe Castaing, a small business owner with an eye for environmentally aware initiatives, proposed a number of green cycle storage facilities to be placed outside a number of businesses in Lambeth. The Plantlock stands are aesthetically pleasing as flowers are planted in the stands to weight them down. Kennington Park café, Brixton Cycles, the Oval House Theatre and Opus café now boast the storage facilities.



The Central Office of Information jumped at the chance to enhance their workplace travel plan with a pool bike scheme. Working with Raleigh, the sustainable transport team managed to procure eight bikes and safety and security equipment with the grant available.

These grants have been a great way to inspire businesses to think about what form of sustainable transport initiative would be most suitable for them.



February saw the Lambeth Business Awards and the Brixton Expo

Brixton Expo

The People First Expo hit the town centre of Brixton on 2nd February.

A variety of stalls, events, talks and short films took place in three locations across the town centre, showcasing the breadth of Brixton's service and community partners and projects, and giving the community a chance to get involved.

The sustainable transport team were on hand at the Tate Gardens to promote greener travel and to answer residents' questions. The event also featured a Dr Bike offering cyclists' quick fixes and maintenance.

Lambeth Business Awards 2008

Business heroes and rising stars in Lambeth were honoured at the 2008 Lambeth Business Awards Gala Dinner on February 28th, a glittering ceremony held at the Shell Centre in February.

The Lambeth Business Travel Network (LBTN), which creates a connection between businesses in the borough and transport professionals, was among the sponsors of the ceremony.

The judges whittled down the nominations to create a shortlist of 27, looking closely at how well the businesses were run, how they had performed in the last 12 months, how they handled staff development and issues such as diversity and whether they could be held up as a role model for other emerging business in Lambeth.

Among the winners were Brixton Cycles who won Best Green Business.

Guest speaker, Levi Roots, creator of the Reggae Reggae sauce brand, was a crowd favourite as he spoke of his own experiences in starting a business and his passion for Lambeth. Levi is a keen cyclist and is often seen cycling round Brixton with his guitar strapped to his back. He intends to do cycle training which the sustainable transport team subsidises. The instruction is tailored to the individual through one-on-one on-road confidence training.



March 08

March saw the sustainable transport team representing at Capital Woman, Business Leader's forum and a careers event

Capital Women

The mayor's Capital Woman conference and exhibition on March 8th was a useful platform to speak to women about perceived barriers to cycling and to impart general tips and advice. The sustainable transport team attended to speak to women across the capital about initiatives and events that we run. Many female-orientated questions were asked such as 'can I cycle in heels?' and 'can I cycle when pregnant?'

South London Press advertising

In March an edition of the South London Press carried an advert promoting the subsidised cycle training offered by the sustainable transport team. Included were tips and advice on cycling in Lambeth.

Careers event at London Transport Museum

The Cross Rivers Partnership organised a careers event for school children at the London Transport Museum on March 19th.

The event gave teenagers the opportunity to learn more about transport through visiting the museum, presentations about working in the industry and workshops to help them choose their careers.

A stall was manned by the sustainable transport team who engaged with the school children about opportunities of working to help promote sustainable travel at local authorities including Lambeth.

Business Leader forum

Hosted by Lambeth council's CEO Derrick Anderson on March 31st, the forum was a good chance for business owners to network. As usual the sustainable transport team used the opportunity to promote the sustainable transport message and encourage any businesses who were yet to join, to become members of the Lambeth Business Travel Network.

Staff Travel Booklet – Moving in the right direction... a guide for staff

The sustainable transport team decided it was about time that we visited everyone in the council to let them know all about sustainable transport initiatives that they can take advantage of by working at Lambeth. In March, a jazzy new staff travel booklet was produced.



Lock it properly bike stickers

Working in association with the police and Design Against Crime, the sustainable transport team commissioned the design and print of 5 000 bike stand stickers portraying the message that locking your bike properly could save it from theft.

Police Community Support Officers are to stick the stickers on bike stands across the borough. The police will be able to monitor bike theft monthly and show exactly how the stickers have made a difference to figures.







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Published August 2008

