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Getting a message over Active travel and safety

Liz Brooker

LB Lewisham

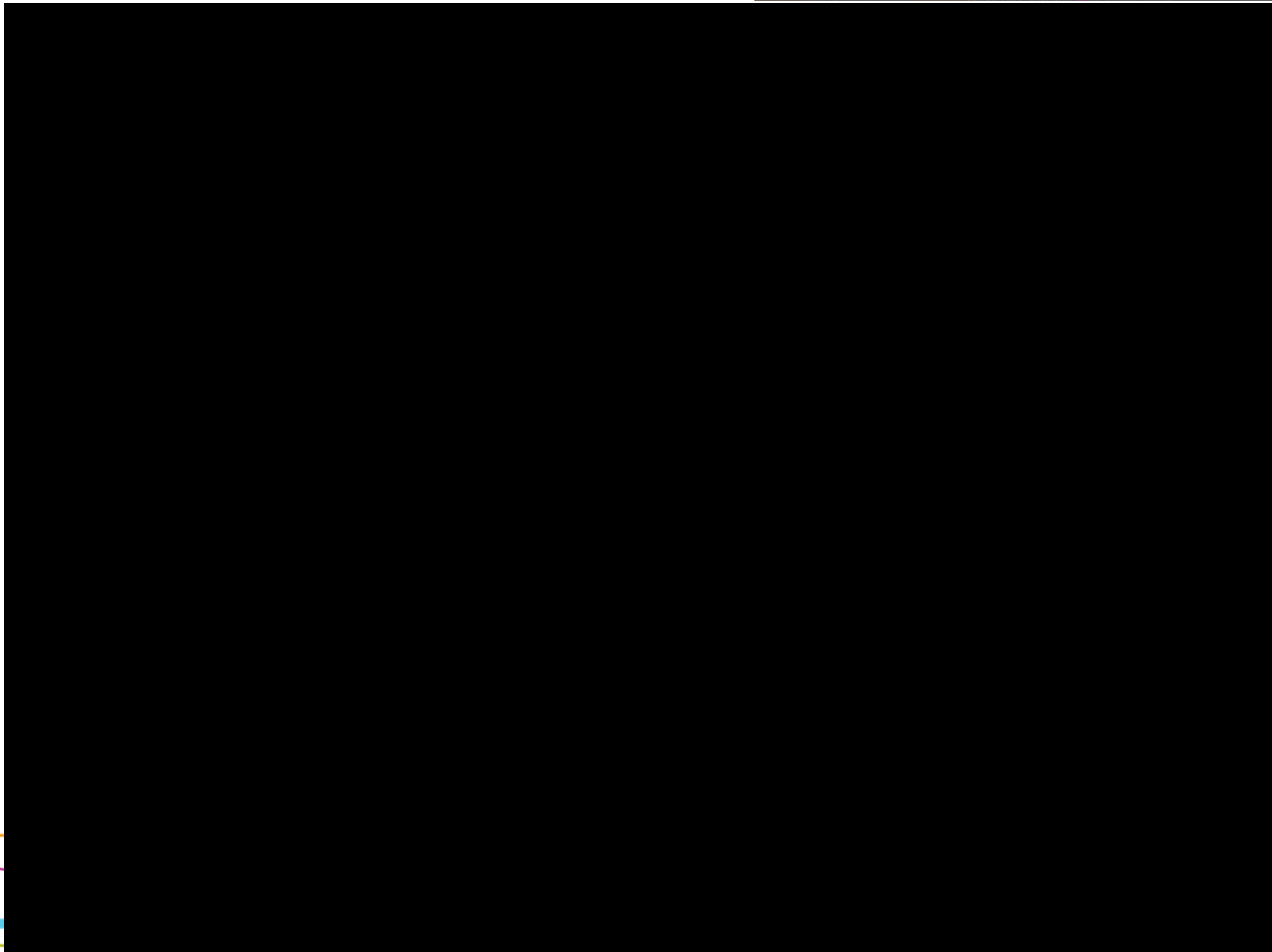
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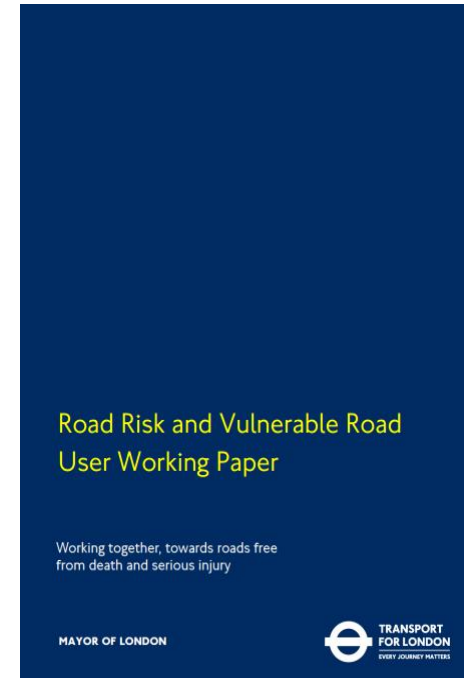
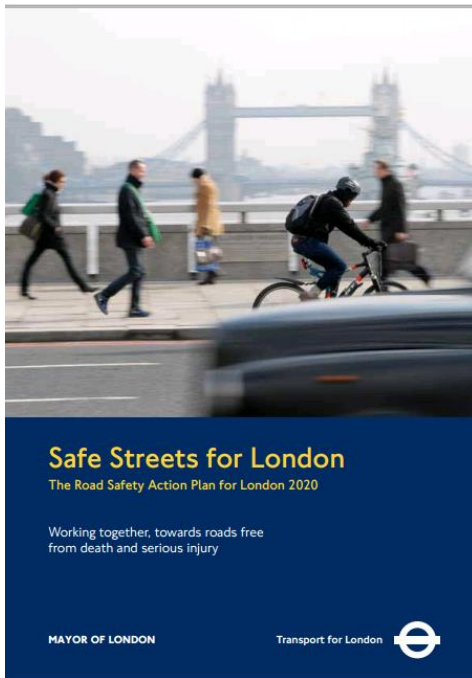
Where is Lewisham?

275900 population
12th largest borough (12/33)
Casualty data 2013
6 Fatalities
58 Serious
876 Slight
940 Total



Road Safety

Regional



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London Road Safety Plan

▣ The Mayor of London has set targets to increase;-

- cycling by 80% by 2011
- walking by 10% by 2015,
- aim to reduce traffic congestion
- improve journey time reliability.

Priorities for road safety therefore may vary from Borough to Borough

Lewisham

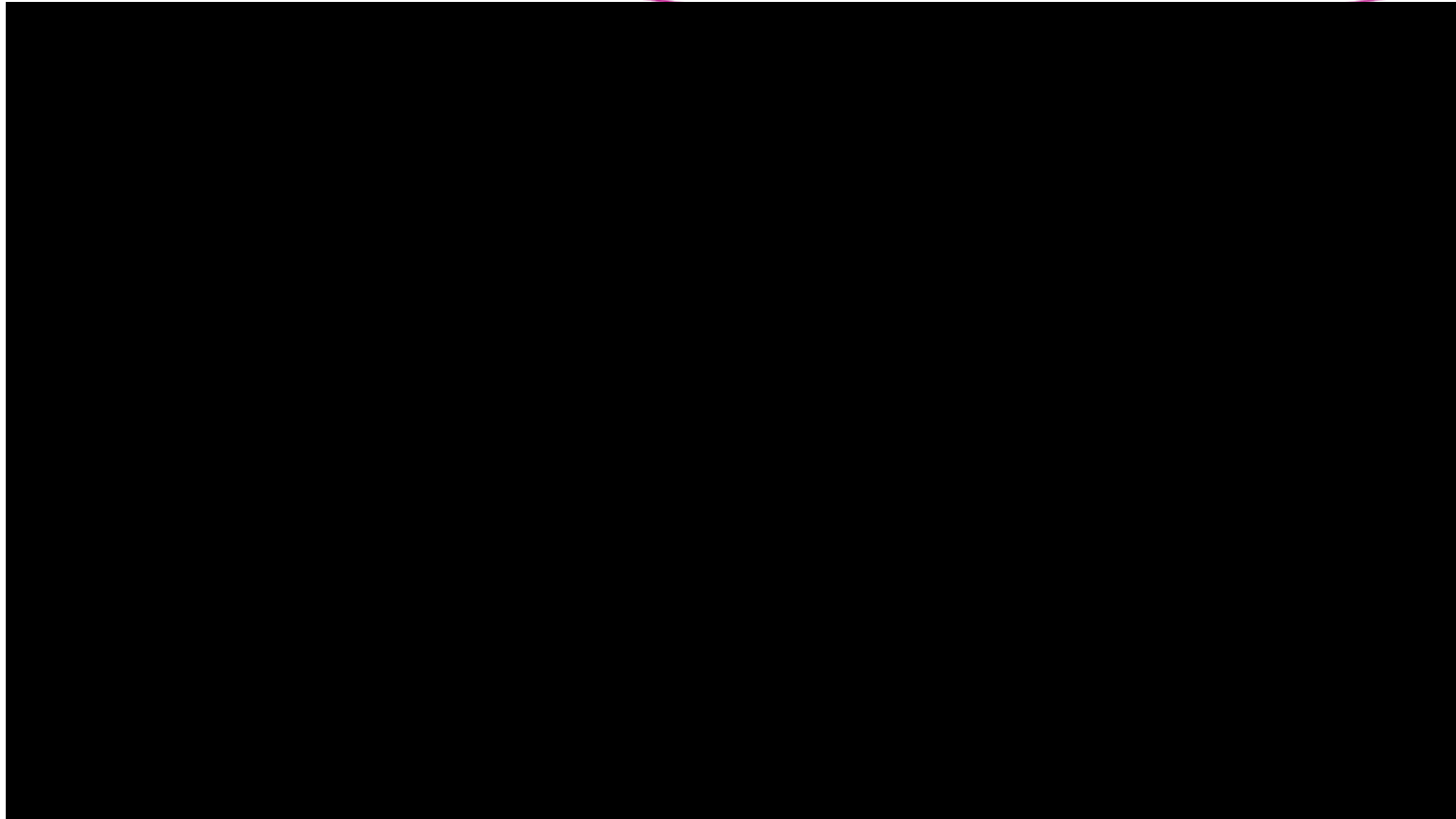
➤ Road safety programme includes

- In car child/baby seat checks
- Scooter safety booklet/training
- Way to go booklet (7 . 8 year olds)
- Stepping up (transition)
- Young Driver . RATED workshops
- Cycle training . schools
- Adult cycle training
 - Learn to ride
 - 5 day bikeability
 - 1:1 lesson
- Older drivers . Tea cake and safety



Awareness & Safety

▣ Older driver video



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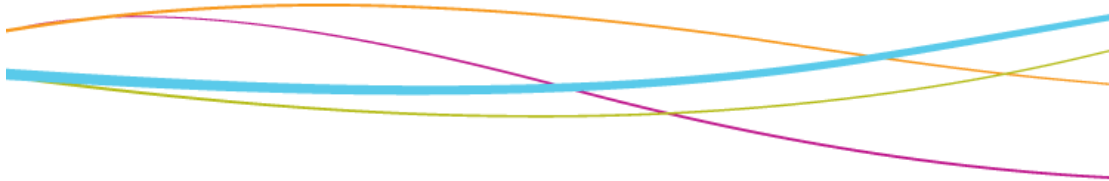
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Cycling

➤ Cycling programme includes

- Learn to ride Saturday sessions
- 5 day adult bikeability
- Route planning
- 1:1 lessons
- Work /staff rides
- London to Brighton

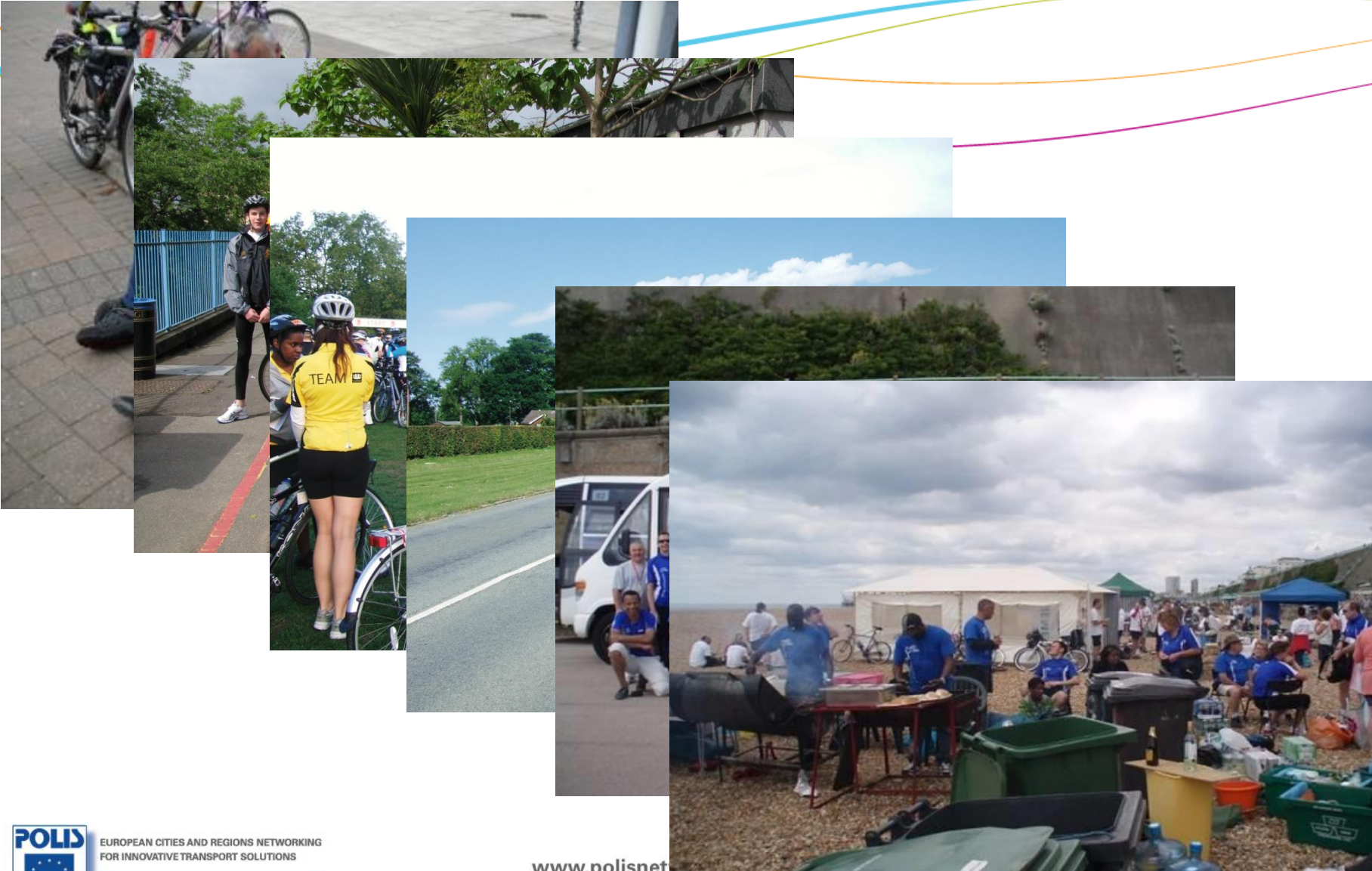




➤ Video of lady just learned to ride!



London to Brighton



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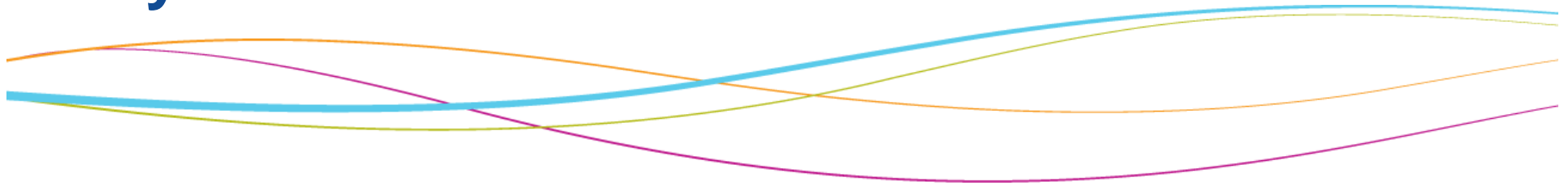
Cycle Loan Scheme

➤ Bike Loan scheme

- £10 for 1 month
- Try before you buy
- 20% discount to buy
- Lesson offered

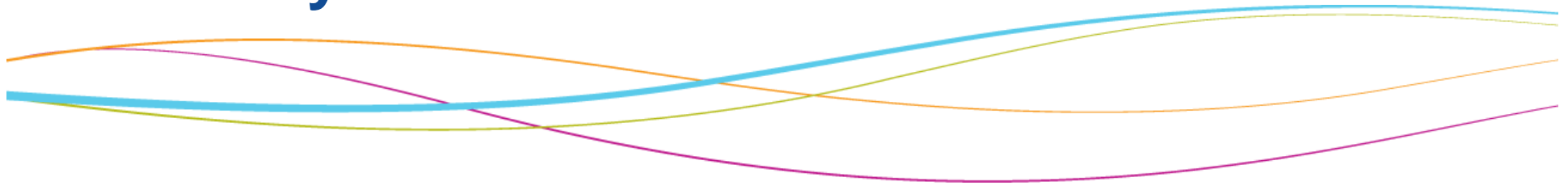


Cycle Loan Statistics Å Å Å Å Å Success!



- Since May 2013, 500 people have registered their interest to borrow a bike.
- 230 participants have gone through the scheme, with a further 70 on the waiting list.
- Each participant is expected to complete a cycle diary throughout the loan period to monitor use of the bike, concerns or worries and how much cycling is being done.
- The statistics offer some insight in to the schemes success but the real story can be seen at the drop off and collection days that run every other week at the Ladywell Arena sports facility.

More cycle stats!



- **46% of cyclists are using their loan bikes more than 3 – 5 times a week with 11% using the bike daily.**
- **60% of those using a loan bike are cycling more than they initially expected!**
- **66% said they feel safe when riding in Lewisham.**
- **89% are now looking to buy a bike, of which 45% buy a bike through the scheme, as in the bike they have borrowed for a month!**
- **30% of cyclists are using the bike for commuting, with a further 48% for fitness and leisure.**

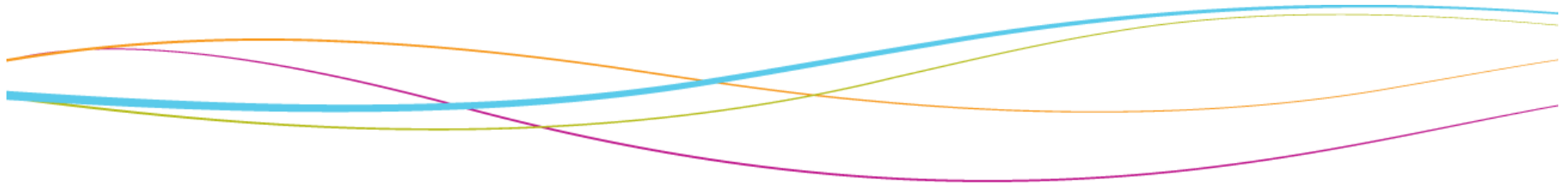
Car door



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Thank you for listening

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