

Case Study: Urban Makeover

Workstream
Workplace & Destination
Travel Planning

Campaign
Urban Makeover

Background and Research

Organisations are generally unable to influence off site improvements. Poor walking and cycling infrastructure is often cited as a barrier to using active travel modes. The Urban Makeover fund aimed to address this issue.

Partners of Connecting Businesses were offered the unique opportunity to influence the area around them and submit ideas for highway improvements to make the borough more accessible for pedestrians and cyclists.

A suggestion from The National Archives resulted in high-quality improvements to a key pedestrian/cycle commuter route from Teddington Lock to Riverside Drive. This amounted to 1,200 metres, including sustainable drainage and lighting enhancements.

This upgrade formed part of a wider network of proposed alternative routes for pedestrians and cyclists unable to use the towpath during flooding.

Smaller scale improvements included the upgrade of pedestrian signage from Kew Gardens Station to Kew Botanical Gardens. Pedestrian signage has also improved due to Urban Makeover funds.

Key deliverables

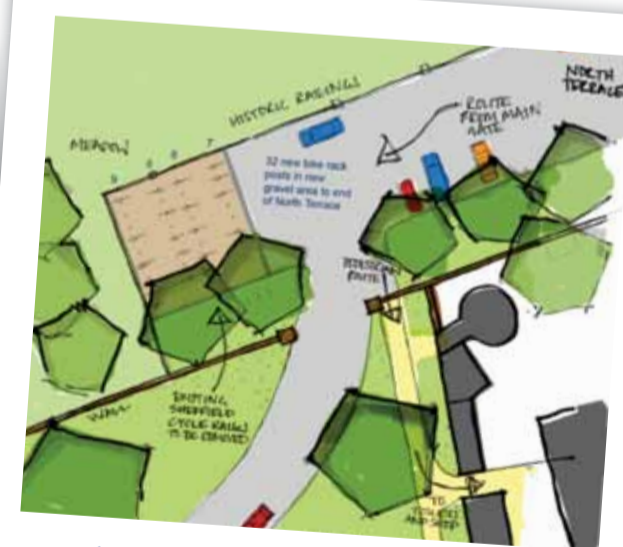
- **Network access** – Improve cross-borough pedestrian/cycle access
- **Engagement** – Enable local organisations to have a say in local access improvements and strengthen relationships with them
- **Incentivise workplace travel planning** – Give organisations involved in travel planning, the opportunity to submit access improvement suggestions
- **Integrated infrastructure delivery** – Work with Council departments to identify suitable infrastructure schemes
- **Collaborative approach** – Ensure that the local community are actively involved in delivering smarter travel improvements in the Borough
- **Legacy** – Make infrastructure improvements that also strengthen relationships with key local stakeholders

Challenges

- **Network approach** – Identify infrastructure projects that contribute to wider pedestrian and cycling access improvements.
- **Implementation** – Manage the lag between scheme identification and delivery.
- **Integrated Council approach** – Getting all necessary departments to agree project details.



*New Cycle Parking at
The National Archives*



*32 bespoke cycle parking posts
planned at Ham House*