

Royal Borough of Greenwich Transport Strategy

Consultation draft
August 2022





Contents

Cabinet Member's Foreword	4		
Executive Summary	6		
Why we need a Transport Strategy	6		
What the Transport Strategy says	8		
How the Transport Strategy will be used	9		
1. Introduction	11		
About the Royal Borough of Greenwich	11		
A Transport Strategy for the Royal Borough of Greenwich	12		
The development and structure of this Transport Strategy	13		
The Supporting Action Plans	14		
2. Vision, themes and objectives	17		
The vision for transport in the Royal Borough of Greenwich	17		
3. Greenwich context	21		
Policy context	21		
Royal Greenwich context	29		
4. A Healthier Greenwich	40		
Objective 1.1: Improve the accessibility of our streets	41		
Objective 1.2: Increase the proportion of people who choose to walk and cycle for their everyday journeys	43		
Objective 1.3: Reduce car dependency in the borough	46		
5. A safer Greenwich	52		
Objective 2.1: Improve the safety of our streets and public places for everyone, especially people walking and cycling	54		
Objective 2.2: Help everyone to feel safe on our streets and in our public places, especially people walking, cycling and using public transport	56		
6. A cleaner, greener Greenwich	58		
Objective 3.1: Reduce emissions from transport in the borough	60		
Objective 3.2: Create and manage a more resilient transport network	65		
7. Economic Prosperity for all	68		
Objective 4.1: Increase accessibility to a range of jobs, services and opportunities	69		
Objective 4.2: Use our streets more efficiently and effectively	73		
8. A great place to be	78		
Objective 5.1: Improve the connectedness and inclusivity of our communities	79		
Objective 5.2: Create more streets spaces which bring people together	84		
Objective 5.3: Support the visitor economy through improved accessibility to, from and within the borough	86		
9. Implementation and decision making	88		
Implementation, Delivery and Monitoring	88		

Cabinet Member's Foreword

Transforming transport together in Royal Greenwich

Averil Lekau

Deputy Leader and Cabinet Member for Climate Change, Environment & Transport



Royal Greenwich is a unique borough - home to over a quarter of a million residents and 11,000 businesses. It also boasts some of London's most popular tourist destinations, attracting over 20 million visitors a year.

We're committed to delivering a world-class transport network, one which enables our residents, businesses and visitors to make the most of all the opportunities offered throughout Royal Greenwich, London and the wider region; high quality housing, jobs, education and training, beautiful green spaces,

fascinating history, exciting cultural events and experiences, and so much more.

Our draft strategy sets out how we can support a healthier, greener borough, and the challenges we face:

- delivering our target to reach net zero carbon emissions by 2030;
- ensuring that the growth of housing and jobs in the borough is sustainable and benefits everyone;
- supporting more active healthy lifestyles, helping to tackle obesity, heart disease, health inequality and other health issues;

- improving air quality by reducing traffic and emissions;
- improving road safety and eliminating deaths and serious injuries on our roads by 2041; and
- responding to the changes in the ways people travel and how often.

It's an ambitious vision and we're committed to working in partnership with the local community, the Department for Transport (DFT), and Transport for London (TfL) to deliver it, for the benefit of everyone in Royal Greenwich.

Averil Lekau

Deputy Leader and Cabinet Member for Climate Change, Environment & Transport

Executive Summary



The Transport Strategy will sit below the wider Royal Greenwich Corporate Plan and the Carbon Neutral Plan that has set out the direction and path to work towards becoming Carbon Neutral by 2030

This Transport Strategy sets the Royal Borough's vision for a clean, green and safe place to live, work and visit. The council is committed to providing an attractive, accessible, healthy and sustainable transport network.

Why we need a Transport Strategy

To deliver our ambitious target to reach net zero carbon emissions by 2030 in line with the council's Carbon Neutral Plan. Transport is the second biggest source of emissions in Royal Greenwich. We need to cut emissions, improve air quality, encourage more sustainable modes of transport and create a climate resilient transport network.

To ensure growth is good for all.

Royal Greenwich is projected to be one of the fastest growing boroughs in London. Investment in transport infrastructure and services, and behavioural change, is vital to support sustainable growth. We need to ensure growth helps all those living, working, or visiting the Royal Borough to maximise their opportunities and quality of life.

To create a healthy and safe Greenwich.

Today, the rate of physical activity among adults in Royal Greenwich is lower than the London average, whilst childhood obesity is higher than the London average. In 2019/20 over half of Year 6 children were overweight or obese. We need to make streets and public spaces in Royal Greenwich more attractive and inclusive, to encourage people to walk and cycle, and reduce reliance on cars. This will support more active healthy lifestyles, helping to tackle obesity, heart disease, health inequality and other health issues. The Transport Strategy will help us to improve air quality and eliminate deaths and serious injuries from our roads by 2041 (known as Vision Zero).

To respond to new challenges.

The COVID-19 pandemic saw huge changes in the way people travelled, how often and the modes they used. People worked from home, walked and cycled more. There was also an increase in car use across London, as people moved away from public transport. This has had a lasting effect on the way we travel and significantly affected TfL's finances, as fares are its single largest source of income (around 47% in 2019/20). As a result, crucial TfL funding for the Royal Borough's transport work, particularly that proposed in our Local Implementation Plan for transport, is currently reduced and very uncertain. The Transport Strategy will help us to make the most of other funding opportunities and developing technologies.

What the Transport Strategy says

Our vision for transport in the Royal Greenwich:

Our transport system will be one that our residents and communities can be proud of, providing the safe, reliable and future-ready connections needed for living, learning, working and playing. It will be easy for everyone to walk, cycle or to use public transport, helping us all to be healthier, tackle our carbon emissions and manage congestion on our roads.

The transport system will help people and goods to flow freely into, around and through the borough, without harmful emissions. It will help us to welcome new residents, businesses and visitors to our beautiful, historic borough. To make our vision a reality and deliver a step-change in sustainable travel in Royal Greenwich, the Transport Strategy sets out five key themes. Each theme contains more specific objectives and policies, which describe how we will achieve our vision.

Theme 1: A healthier Greenwich

Our transport network will make it easy for people of all ages and abilities who are living, working, and visiting Greenwich to be healthier.

Theme 2: A safer Greenwich

Our transport network will be safer for everyone, however they choose to travel.

Theme 3: A cleaner, greener Greenwich

Our transport network will result in cleaner air through reducing car use, prioritising active and sustainable travel, and encouraging cleaner vehicles.

Greenwich's transport network will be resilient to climate change and future trends and uncertainties.

Theme 4: Economic prosperity for all

Our transport network will support good growth and sustainable access to a wide range of services, jobs and opportunities.

Our transport network will keep people moving, enabling people and goods to move efficiently.

Theme 5: A great place to be

Our transport network will improve the connectivity, communication and collaboration in our communities, now and in the future.

How the Transport Strategy will be used

The Transport Strategy provides a medium to long-term approach to meeting the Borough's transport vision.

It will sit below the Royal Greenwich Corporate Plan and the Carbon Neutral Plan, and build on the Council's adopted Local Implementation Plan for transport (LIP). The LIP sets out how the Borough will contribute to the London Mayor's Transport Strategy aim of 80% of all trips being made by walking, cycling or public transport by 2041. The Transport Strategy has a broader scope and covers all transport issues, opportunities and delivery mechanisms. It will also help to inform future LIPs.

More detailed Action Plans will support the Transport Strategy and detail how we will achieve its objectives.





1. Introduction



About the Royal Borough of Greenwich

- 1.1** The Royal Borough of Greenwich (Royal Greenwich) is a growing borough with a diversifying population and job market, located to the southeast of London on the southern banks of the River Thames. As a semi-peninsula and outer London borough, Royal Greenwich has, and will continue to face unique challenges (such as north south connectivity and cross River connections) while also benefitting from unique opportunities (e.g. growth areas and enhanced public transport connectivity via the Elizabeth Line).
- 1.2** In Royal Greenwich, the population size has increased by 13.6%, from around 254,600 in 2011 to 289,100 in 2021. This is higher than the overall increase for England (6.6%), where the population grew by nearly 3.5 million to 56,489,800¹. The Royal borough has a diverse and multi-skilled workforce of over 100,000². Royal Greenwich is considered one of London's most popular tourist destinations, with this status enhanced through its role as a London 2012 Summer Olympics host borough and transition from a London borough to a Royal borough, also in 2012.
- 1.3** Opportunity Areas are identified in the Mayor of London's London Plan as key

locations London-wide with potential for new homes, jobs and infrastructure of all types. Opportunity Areas identified within Royal Greenwich include, but are not limited to:

- Greenwich Peninsula
- Charlton Riverside
- Deptford Creek
- Kidbrooke
- Thamesmead and Abbey Wood including a potential Docklands Light Railway (DLR) extension

- 1.4** In addition to the residential, employment, and visitor growth expected within Royal Greenwich, the wider area of East London is also expecting significant growth. This suggests that Royal Greenwich needs to prepare for additional growth and movement of people and goods within, to, and from its borough. We need to sustainably and equitably provide for the movement of people and goods to, from, and within the borough.

¹ Office for National Statistics, 2021

² [Royal Borough of Greenwich \(2022\) Locating your business in Royal Greenwich.](#)



A Transport Strategy for the Royal Borough of Greenwich

- 1.5 The Royal Borough is responsible for publishing its Local Implementation Plan (LIP) that articulates the Borough’s transport objectives and how it will implement measures, primarily using funding from Transport for London (TfL), to support the Mayor of London’s Transport Strategy (MTS).
- 1.6 The purpose of the Transport Strategy is to serve as an overarching strategic document that articulates the transport-related vision and objectives for Royal Greenwich. The strategy flows from the transport vision presented, and represents the plan for delivering the ambition and outcomes described in the transport vision. It is important to note that the mix of objectives and policies outlined in this strategy are considered the most effective to deliver the transport vision at the time of preparing this strategy, and not an exhaustive list of all strategies and actions to be created and deployed in the Royal Borough. The exact strategies and actions deployed to deliver the transport vision across its lifespan will necessarily evolve over time as new information, challenges and opportunities emerge and come to bear.
- 1.7 This Transport Strategy, along with the LIP, supports the wider London and Royal Greenwich ambitions through its alignment with the Mayor

of London’s Transport Strategy, the Mayor of London’s Environment Strategy, Greenwich’s Corporate Plan and Carbon Neutral Plan.

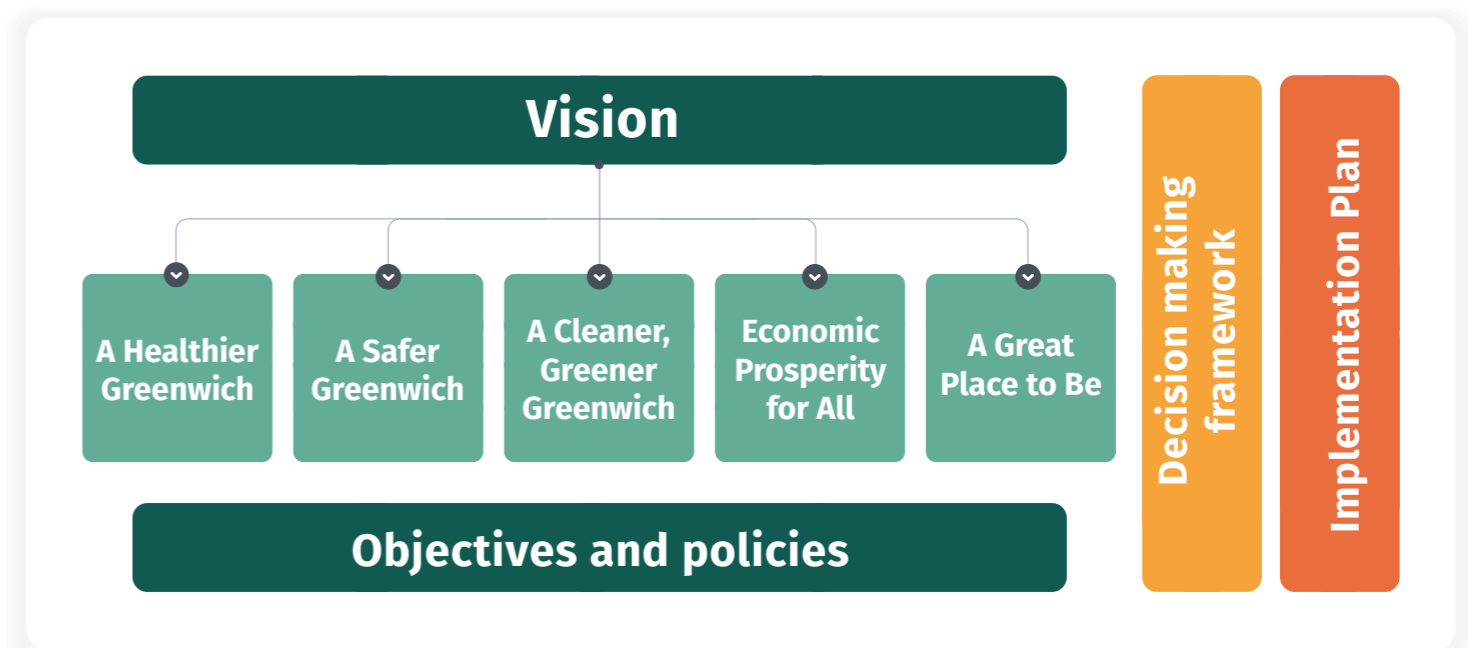
- 1.8 Having declared a climate emergency in June of 2019, this strategy supports the Royal Borough’s goal of becoming carbon neutral by 2030 and supporting a green post-pandemic recovery. Transport is the second biggest source of emissions in the borough³. The Royal Borough has recognised that to become carbon neutral it is necessary to work to:
 - reduce the number of journeys made by polluting motor vehicles, and
 - enable people to walk, cycle and use public transport wherever possible.
- 1.9 The Transport Strategy will be supported by several supporting documents (Action Plans), including:
 - Kerbside Management Action Plan
 - Electric Vehicle Strategy and Action Plan
 - Road Safety Action Plan
 - Active Travel Action Plan
 - Streetscape Guidance and Asset Plan

The development and structure of this Transport Strategy

- 1.10 With the expected growth and diversification of Royal Greenwich’s population and job market, as well as increasing goods movement and servicing needs, a Royal Greenwich-specific Transport Strategy is needed. It will meet the needs of the future effectively and sustainably - particularly supporting the Royal Borough’s goal of becoming carbon neutral by 2030.
- 1.11 The Royal Borough of Greenwich’s Transport Strategy is a long-term plan grounded in principles of sustainability and social equity, and informed by good practice, and the wider London and Greenwich policy context. Tackling these issues is more important than ever given the recently declared Climate Emergency (2019), the Pandemic Recovery and Reset Plan (2020-2022) aimed at “tackling health inequalities and improving outcomes for all”⁴, and the Royal Greenwich’s developing Recovery and Renewal⁵ and recent rises in the cost of living.
- 1.12 This strategy is guided by an overarching vision, and rooted in five guiding themes that mirror those that were identified in the Royal Greenwich Corporate Plan:
 - A Healthier Greenwich
 - A Safer Greenwich
 - A Cleaner, Greener Greenwich
 - Economic Prosperity for All
 - A Great Place to Be

Within each theme, a selection of objectives and policies have been developed to assist in fulfilling the Transport Strategy vision. A decision-making and prioritisation framework and an implementation plan have been designed to help ensure that objectives and policies are prioritised and implemented in a way that delivers our vision for transport in Royal Greenwich (see Figure 1.1).

Figure 1.1: Transport Strategy structure



3 <https://s3-eu-west-2.amazonaws.com/commonplace-customer-assets/carbonneutralgreenwich/Greenwich%20Carbon%20Neutral%20Plan.pdf>

4 Royal Borough of Greenwich - Greenwich Covid-19 recovery & reset plan 2020-2022
 5 Royal Borough of Greenwich (2022) News on The Big Conversation

The Supporting Action Plans

The Transport Strategy will be supported by several supporting documents (Action Plans), including::



Kerbside Management Action Plan

The Kerbside Management Action Plan will focus on how the way we manage our kerbside space and how parking can deliver our transport objectives, including to reduce car ownership and emissions across Royal Greenwich.

A well-planned and managed kerbside plays a pivotal role in the delivery of several the Borough's high-level plans: the Carbon Neutral Plan, setting out how parking and kerbside management will help to address the climate emergency; the Local Implementation Plan (LIP) for Transport; and Air Quality Action Plan, amongst others.

Road Safety Action Plan

This Action Plan will prioritise issues, locations and areas for road safety interventions and set out our action plan to achieve Vision Zero. The main objectives of this Action Plan will be to:

- Undertake a comprehensive review and analysis of road traffic casualties that have occurred in the borough over the last 5 years, identifying any key trends/priorities for intervention.
- Identify an outline 5-year programme of interventions and schemes to develop further.
- Establish a clear approach to achieving zero Killed and Seriously Injured (KSI) casualties on the Royal Greenwich Road network by 2041, in line with Transport for London's (TfL's) 'Vision Zero' approach.



Active Travel Action Plan

The Active Travel Action Plan will set out how the Royal Borough will help people in the borough to reduce their reliance on private cars and walk or cycle more instead. The main objectives of this Action Plan will be to:

- Succinctly summarise the existing issues and opportunities for active travel (walking, cycling and wheeling) in Royal Greenwich.
- Set out a list of actions to address the issues and capitalise on the opportunities.
- Summarise the high-level financial implications, funding sources, and responsibilities for each action.

Electric Vehicle Strategy / Action Plan

The Royal Borough supports an acceleration in the uptake of zero emission vehicles and the Royal Borough's own fleet will be composed entirely of zero emission vehicles by 2030. This Electric Vehicle Strategy and Action Plan will set out more detail on how this will be realised.

This Action Plan will set out the framework for implementing charging infrastructure in the borough, providing an extensive and attractive charging network, which builds on the borough's existing public charging points.



Streetscape Guidance & Asset Plan

The Streetscape Guidance and Asset Plan will present a practical and concise overview of the Royal Borough's requirements for its streets. The ambition is to ensure that all investment in the Borough's streets and public realm is of high quality, forms part of a cohesive whole, contributes to the Royal Borough's wider objectives and are practical to maintain.

It will be used as the starting point for any interventions in the public realm. It will cover everything from routine maintenance, pocket parks and small schemes, to major projects, new streets and entire neighbourhoods. It will help to shape interventions by the Royal Borough, developers and anyone else working on our streets.



2. Vision, themes and objectives



The vision for transport in the Royal Borough of Greenwich

Our transport system will be one that our residents and communities can be proud of, providing the safe, reliable and future-ready connections needed for living, learning, working and playing. It will be easy for everyone to walk, cycle or to use public transport, helping us all to be healthier, tackle our carbon emissions and manage congestion on our roads.

The transport system will help people and goods to flow freely into, around and through the borough, without harmful emissions. It will help us to welcome new residents, businesses and visitors to our beautiful, historic borough.

- 2.1** Our evidence base for this transport strategy highlights the challenges and opportunities which Royal Greenwich is facing and where we need to focus our attention. This vision will help us identify key proposals and streams of investment. It will also help us in prioritising them, in terms of their ability in helping us achieve our vision.

Themes and objectives

- 2.2** In order to deliver our vision and a step-change in sustainable transport in Royal Greenwich, we have set out five key themes which sit under the vision. Our transport strategy is structured by each theme. Each theme contains more specific objectives and policies which describe how we will achieve our vision.

Table 2.1: RBG Transport Strategy themes and objectives

Theme 1: A healthier Greenwich	Theme 2: A safer Greenwich	Theme 3: A cleaner, greener Greenwich	Theme 4: Economic prosperity for all	Theme 5: A great place to be
Our transport network will make it easy for people of all ages and abilities who are living, working, and visiting Greenwich to be healthier.	Our transport network will be safer for everyone, however they choose to travel.	Our transport network will result in cleaner air through reducing car use, prioritising active and sustainable travel, and encouraging cleaner vehicles. Greenwich's transport network will be resilient to climate change and future trends and uncertainties.	Our transport network will support good growth and sustainable access to a wide range of services, jobs and opportunities. Our transport network will keep people moving, enabling people and goods to move efficiently.	Our transport network will improve the connectivity, communication, and collaboration in our communities, now and in the future.
Objective 1.1: Improve the accessibility of our streets	Objective 2.1: Reduce the risk of being killed or injured on our streets, for everyone, especially people walking and cycling	Objective 3.1: Reduce emissions from transport in the borough	Objective 4.1: Increase accessibility to a range of jobs, services and opportunities	Objective 5.1: Improve the connectedness and inclusivity of our communities
Objective 1.2: Increase the proportion of people who choose to walk and cycle for their everyday journeys	Objective 2.2: Help everyone to feel safe on our streets and in our public places, especially people walking, cycling and using public transport	Objective 3.2: Create and manage a more resilient transport network	Objective 4.2: Use our streets more efficiently and effectively	Objective 5.2: Create more streets and spaces that help bring people together
Objective 1.3: Reduce car dependency in the borough				Objective 5.3: Support the visitor economy with improved accessibility to, from and within the borough





3. Greenwich context

Policy context

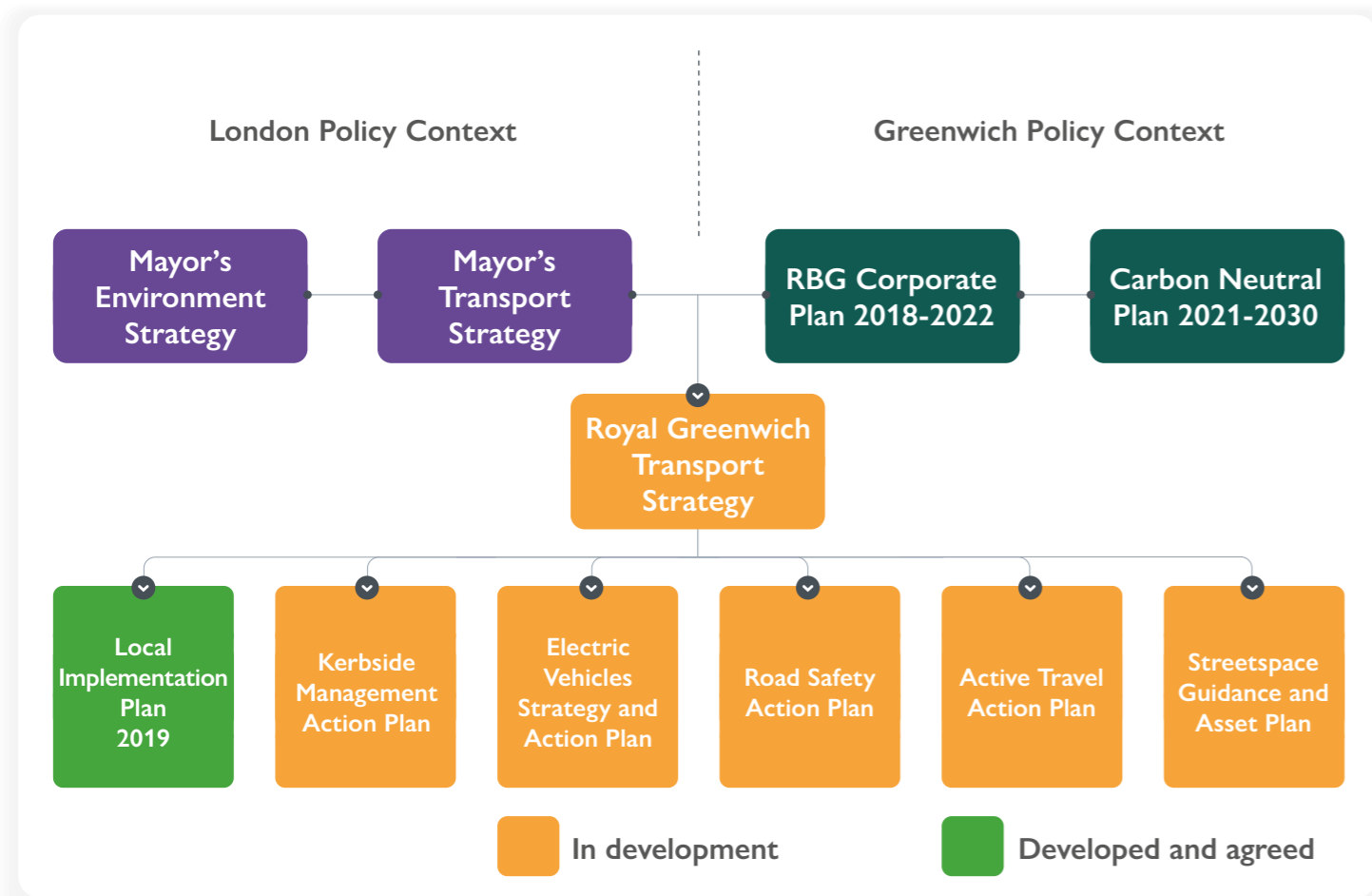
3.1 This section outlines policies that relate to the Transport Strategy. Figure 3.1 shows the position of this Transport Strategy within its wider policy context, demonstrating that it takes direction from both regional and local policy documents.

Local Policy

3.2 The existing Royal Greenwich [Corporate Plan](#), sets out the roadmap for delivering the Borough's ambitions, this currently sets out 8 key themes:

- A healthier Greenwich
- A safer Greenwich
- A great place to grow up
- Delivering homes through economic growth
- A cleaner, greener Greenwich
- Economic prosperity for all
- A great place to be
- A strong vibrant and well-run borough

Figure 3.1: The Royal Borough of Greenwich Transport Strategy within its wider policy context.



3.3 The Royal Borough's [Carbon Neutral Plan 2021-2030](#) sets out an ambitious strategy for Greenwich's response to the climate emergency. It highlights transport as a key contributor to the Borough's greenhouse gas emissions, with road transport being the second highest behind domestic buildings, producing 216 kilotons of CO₂ equivalent per year. Transport is one of the plan's seven key themes for becoming carbon neutral. It highlights the necessity of making walking, cycling and public transport the first choice, and supporting the roll-out of ultra-low emission vehicles (ULEVs).

3.4 The Carbon Neutral Plan sets out the following transport-related aims to be achieved by 2030:

- A 45% reduction in car use in the borough due to modal shift to public transport and active travel.
- A 10% decrease in van and truck use relative to current projections.
- An acceleration in the uptake of zero emissions vehicles to put Greenwich 10 years ahead of Greater London's target.
- The council's fleet is 100% zero emissions vehicles.

3.5 The Royal Borough's [Local Implementation Plan](#) (LIP) for transport sets out how we propose to implement the Mayor of London's transport strategy within Royal Greenwich. There are four strategic objectives:

- Healthier Greenwich
- Greener Greenwich
- Connected Greenwich
- Growing Greenwich

3.6 The Royal Borough's [Local Development Framework](#) incorporates the 2014 Local Plan which sets out the spatial strategy for the Borough to 2028. It puts forward a number of strategic objectives, some of which target transport:

- **Objective C** – improving accessibility, capacity and quality of the public transport network, and promoting sustainable travel in Greenwich. This includes enhancing north/south and orbital links, public transport in the waterfront area, developing new river crossings and increasing use of the river.
- **Objective E** – promoting low and zero carbon development, to reduce carbon emissions and air pollution.
- **Objective J** – ensuring that the necessary infrastructure is provided, or existing infrastructure is enhanced to support planned growth and development.

3.7 [Masterplans](#) have been adopted for a number of key areas in Royal Greenwich as supplementary planning documents (SPDs). Greenwich Peninsula, Woolwich Town Centre and Eltham Town received masterplans in 2012, while an updated plan for Charlton Riverside was published in 2017. SPDs can be used as material considerations when assessing planning applications. The masterplans provide a localised spatial development vision with specific objectives that consider the area's context and requirements as well as growth trajectories. They also align with London Mayor's vision of promoting walking, cycling and public transport by incorporating designs for new networks of routes for buses and active travel, facilitating travel via these modes.

Sub-national policy

3.8 The London Plan sets out a wide range of policy positions for developing the transport network across the capital. The London Plan provides an indicative list of transport schemes that are planned to be in place by 2041 to deliver expected population and economic growth sustainably. Some actions are general, while others are specific to the Royal Borough of Greenwich, such as:

- A walk and cycle ferry between North Greenwich and Canary Wharf; and
- Eltham and Woolwich as key strategic growth areas.

3.9 In coordination with the Mayor of London's Transport Strategy (MTS), the London Plan sets out Policy T2 'Healthy Streets', intended to deliver the London Mayor's aim for all Londoners to be able to undertake at least 20 minutes of active travel each day by 2041. At the heart of this are the Ten Healthy Streets indicators which highlight crucial factors that need to be achieved in order to make streets great places to be (Figure 3.2).

Figure 3.2: Healthy Streets indicators

Source: The London Plan 2021.



3.10 The MTS focuses on the delivery of the Mayor of London's strategic mode share target – for 80% of all trips in London to be made by foot, cycle or public transport by 2041. It highlights the importance of connecting, and making accessible, all development to existing and future public transport, cycling and walking infrastructure as well as the need to mitigate any adverse impacts of transport networks and their supporting infrastructure.

3.11 The MTS sets out four key policy directions which are particularly relevant to the Transport Strategy. These are listed below together with specific policy aims that are relevant to this document.

- **A focus on healthy streets and healthy people**
 - Implementing the Healthy Streets approach (Figure 3.2).
 - Adopting Vision Zero: for road safety with all deaths and serious injuries to be eliminated by 2041.
 - Aim to reduce overall traffic congestion levels by 10-15% by 2041.
 - Aim to make London's transport net zero by 2050.
- **A good public transport experience**
 - Integrate public transport with the healthy streets approach to provide an attractive whole-journey experience.
 - Make streets and public transport networks more accessible, convenient and safe to use.

- **New homes and jobs**
 - Create high-density, mixed-use places and unlock growth potential of underdeveloped areas.
 - Integrate these areas with high quality public transport provision.
- **Delivering the vision**
 - Sharing data and knowledge where possible, including with Transport for London (TfL) and the Greater London Authority (GLA) to enable improved monitoring, operating and planning.



MTS Strategic targets

3.12 The MTS sets out several strategic targets for the Royal Greenwich area, these are long-term targets which support the vision and objectives of the MTS and should be considered in this Transport Strategy. A baseline was set in 2016 with targets set for 2021 and 2041. The latest data available has been used to assess progress towards these targets; these have been assessed on a Red-Amber-Green (RAG) scale.

- **Red** – not achieving the 2021 and not close to achieving 2021 or 2041 target
- **Amber** – not achieving 2021 target but close to achieving 2041 target
- **Green** – achieving the 2021 target and on track to achieving the 2021 target

3.13 Table 3.1 shows progress in the Royal Greenwich area against TfL targets, set in 2019. Whilst good progress has been made with regards to the percentage of sustainable trips made by residents and the percentage of residents undertaking 20

minutes of daily exercise, there is still some way to go to be on track to reach 2041 targets for a number of indicators. The Transport strategy will help us to create a step-change in travel behaviour and help realise these targets.

- 3.14** The [London Mayor's Environment Strategy](#) sits alongside the London Plan and MTS. It sets out ambitious goals for improving sustainably and environmentally quality across the city; managing travel plays a key role here.
- Aims to reduce air and noise pollution by reducing traffic and increasing active modes.
 - Developing green travel routes for school commutes and other trip purposes.

Table 3.1: The Royal Borough of Greenwich transport targets as set out in the MTS

MTS outcome	Metric	Baseline	2021 target	2041 target	Latest data and status against 2021 target
Londoners' trips to be on foot, by cycle or by public transport	Active, efficient and sustainable (walking, cycling and public transport) mode share (by borough resident) based on average daily trips (Source: LTDS)	58% (2014/15 to 2016/17)	61%	75%	62% (2017/18 to 2019/20)
London's streets will be healthy and more Londoners will travel actively	Percentage of residents doing at least 20 minutes active travel per day (Source: LTDS)	31% (2014/15 to 2016/17)	39%	70%	32% (2017/18 to 2019/20)
	Percentage of population within 400m of a strategic cycle network (Source: TfL Strategic cycling analysis)	2% (2016)	34%	72%	25% (2020)

MTS outcome	Metric	Baseline	2021 target	2041 target	Latest data and status against 2021 target
Vision Zero – deaths and serious injuries from road collisions to be eliminated from our streets	Killed and seriously injured casualties (Source: STATS 19)	127 (2010-2014)	80 (by 2022)	0	91 (2019)
London's streets will be used more efficiently and have less traffic on them	Annual vehicle kilometres (millions) driven in Greenwich (all trips) – Greenwich target (Source: DfT traffic statistics)	1056km (2016)	1056km	951-1003km	1077 (2018)
	Number of cars owned (TfL mandatory target) (Source: DfT vehicle license statistics)	80,297 (2016)	76,900	75,200	80,905 (2019)
London's streets will be clean and green	CO2 emissions (in tonnes) from road transport (Source: London Atmospheric Emissions Inventory)	214,500 (2013)	192,200	58,900	221,700 (2016)
	NOx emissions (in tonnes) from road transport (Source: London Atmospheric Emissions Inventory)	790 (2013)	300	40	690 (2016)
	PM10 emissions (in tonnes) from road transport (Source: London Atmospheric Emissions Inventory)	77 (2013)	64	44	73 (2016)
	PM2.5 emissions (in tonnes) from road transport (Source: London Atmospheric Emissions Inventory)	43 (2013)	31	21	39 (2016)
The public transport network will meet the needs of a growing London	Public transport trips per day (000s) (Source: LTDS)	184,000 (2014/15 to 2016/17)	206,000	327,000	171,000 (2017/18 to 2019/20)
Public transport will be safe, affordable and accessible to all	Time difference (minutes) between average journey time using full network and using step-free network (Source: TfL)	5 minutes difference (2015)	N/A	2 minutes difference	4 minutes difference (2020)
Journeys by public transport will be pleasant, fast and reliable	Bus speeds (mph) (Source: TfL)	11.1mph (2015/16)	11.2 to 11.5mph	11.7 to 12.8mph	10.7mph (2019/20)

National Policy

3.15 At the national level, the [National Planning Policy Framework](#) (NPPF) provides a structure for locally prepared development plans, with a focus on achieving sustainability across economic, social and environmental sectors. The NPPF sets out 'promoting sustainable transport' as one of its key goals, stressing that transport issues should be considered from the first stages of any development. Transport considerations for planning policies highlight what priorities exist at the national level; the most relevant are to:

- Provide for attractive and well-designed walking and cycling networks with supporting facilities.
- Identify and pursue opportunities to promote public transport and active travel.
- Support mixed land uses to minimise number and length of journeys for employment, education, shopping and other activities.
- Identify routes which could be critical in developing infrastructure to widen transport choices and realise opportunities for new development.
- Ensure that patterns of movement, streets and parking contribute to making high quality places.

3.16 The Department for Transport (DfT) published [Gear Change: a bold vision for cycling and walking](#) in 2020. Gear Change lays out plans to make England a great walking and cycling nation. The goals of the vision are to:

- Deliver better streets for cycling and people by delivering thousands of miles of safe and continuous direct cycle routes in towns and cities which are physically separated from motor traffic and pedestrian areas.

- Create cycle hubs and walking corridors and more low traffic neighbourhoods and "school streets".
- Put cycling and walking at the heart of transport, place-making, and health policy.
- Empower and encourage local authorities by significantly increasing funding for local authorities and implementing new local authority powers.
- Enable people to cycle and protect them when cycling.

3.17 In addition, the [Local Transport Note](#) (LTN 1/20) drafted by the DfT provides more in-depth design guidance for local authorities. Measures and programmes developed will need to adhere to LTN1/20 with regards to a high design standards with a focus on physical segregation for pedestrians and cyclists away from motor traffic (as well as other relevant guidance).

3.18 Overall, the priorities set out by the central government and the Mayor of London focus on mitigating the impacts of climate change and air pollution, promoting economic growth and reducing social inequality. Policy initiatives around healthy streets, as well as accessible, sustainable and efficient transport networks play a key role in achieving these objectives. These are echoed in local level policy priorities set out by the Royal Borough, with the promotion of sustainable transport options, facilitating walking, cycling and public transport use, seen as fundamental across all levels of government. These priorities inform the Transport Strategy, and will be taken into account in subsequent phases of work and in the development of all related action plans.

Royal Greenwich context

3.19 This section sets out Royal Greenwich's background context, considering demographic, economic and spatial factors that are likely to shape the transport challenges and opportunities in the Borough, as well as the existing state of the transport system.

General Borough context

3.20 Royal Greenwich is in south-east London. It comprises dense and developing areas along the River Thames, and lower density residential suburbs further south. The borough had a population of over 286,000 in 2018, with growth estimates taking this number to 374,000 by 2041 (a 30% increase).

3.21 At the time of the 2011 Census, 24% of residents were aged 0-17, while 8% were 65 or over. In 2020, 67% of the population was working age, which is the same as the London average. There were 101,000 jobs in the borough with a job density to working age population ratio of 0.52, lower than the average for both London and UK8, suggesting that Royal Greenwich has a net outward commuting profile with more people travelling elsewhere for work. This highlights the importance of maintaining and developing high quality sustainable transport connections with other boroughs.

3.22 The population is concentrated in the northern half of the borough, around key centres like Woolwich, Greenwich and Charlton. Figure 3.3 demonstrates these density differences.



Figure 3.3: Population density in the Royal Borough of Greenwich.

Source: GLA London Datastore (2018). Land Area and Population Density, Ward and Borough.

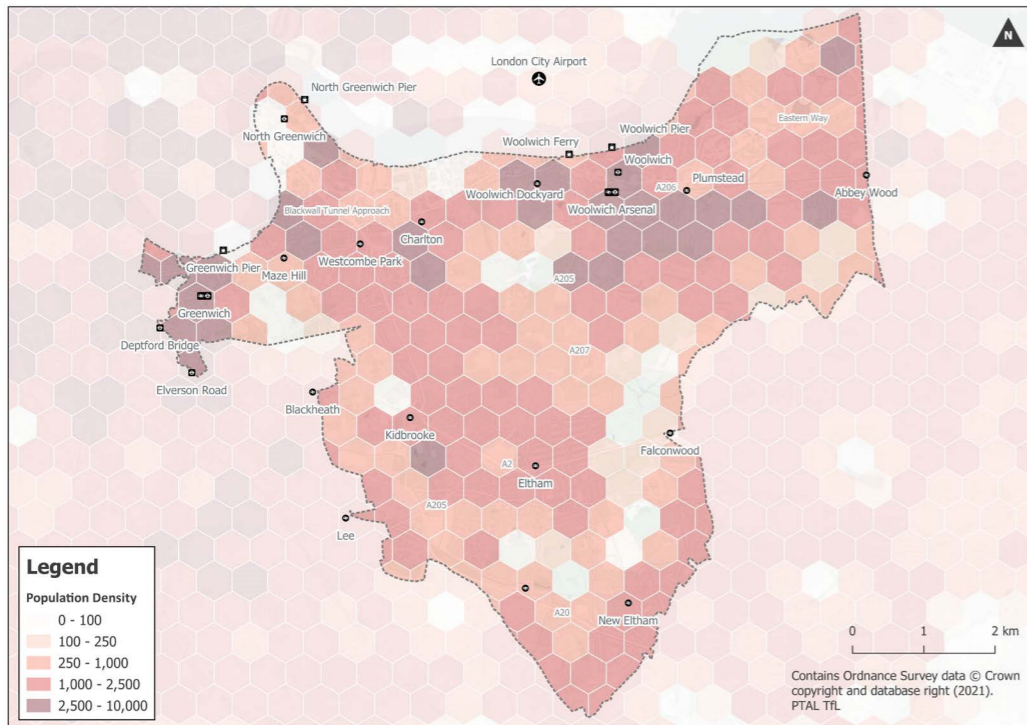
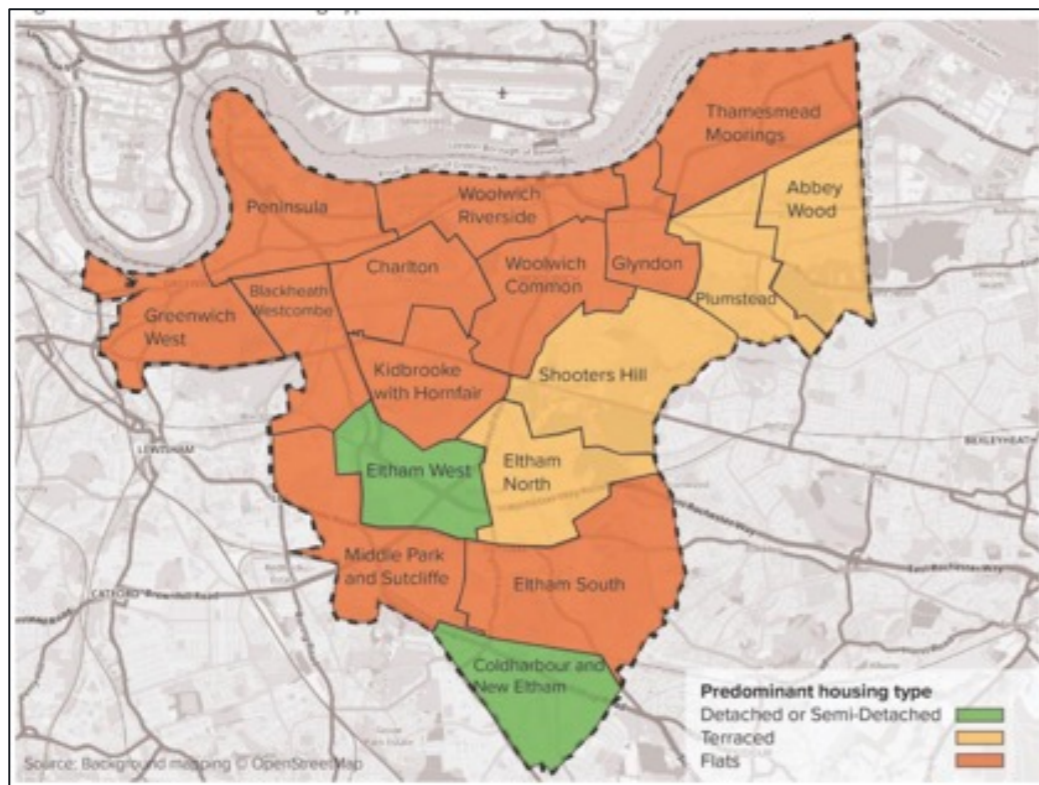


Figure 3.4: Predominant housing types across wards in Greenwich.

Source: Royal Borough of Greenwich (2022). EV Strategy. How Greenwich Plans to Help Its Residents and Businesses Switch to EVs.



3.23 The majority of key trip generation areas are located at the north of the borough, with key town centres and shopping areas at Woolwich to the east and Greenwich to the west. Greenwich Park, the Royal Observatory and Maritime Museum and the Cutty Sark are key tourist destinations, while the O2 Arena at the top of the Greenwich Peninsula sees sharp spikes in demand linked to events held at the venue. The Queen Elizabeth Hospital sits southwest of Woolwich. These areas are more likely to have traffic congestion and greater demands for public transport, along with busier street spaces and more contested kerb spaces. In stark contrast, the southern half of the borough hosts significant quantities of green space along with low density residential developments, (with the exception of Eltham town centre which has a significant commercial area and community hospital).

3.24 Employment data by industry sector gives an impression of the types of industries and employers that are most prevalent in the borough. 18% of jobs are in human health and social work, followed by 14% in education and a further 14% in wholesale and retail trade⁶.

3.25 Figure 3.4 demonstrates the north-south population density divide through differences in housing type. In the north of the borough, high-density flats are much more prevalent. These are directly linked to greater demands on the transport infrastructure system.

⁶ Nomis (2020). Labour market profile – Greenwich.



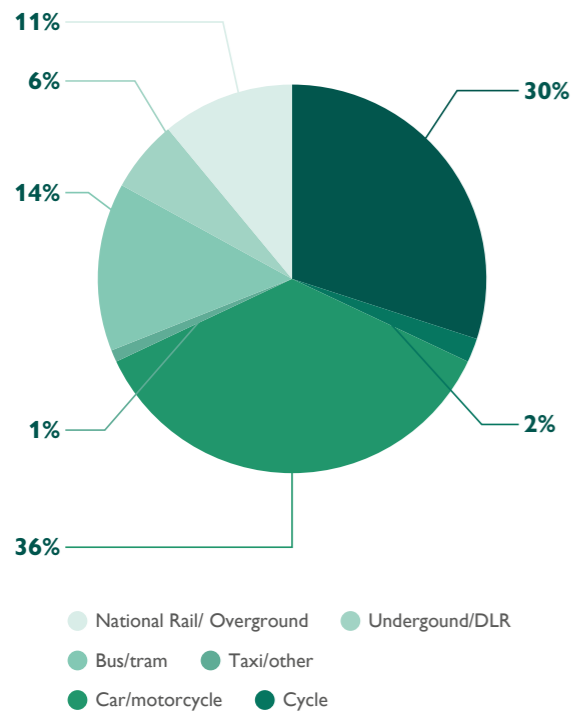
Transport context

3.26 Royal Greenwich's overall borough transport mode share is set out in Figure 3.5. Over a third (36%) of residents' trips are made by car or motorcycle, with 30% made by people walking, 2% by people cycling. Royal Greenwich has a higher percentage of residents using the bus than national rail and the underground/ Docklands Light Railway (DLR). Royal Greenwich has a slightly higher cycle mode share than the outer London borough average of 1.4%⁷.

3.27 The latest data available shows trends before the COVID-19 pandemic. Therefore, we cannot fully ascertain the changes in travel behaviour across the borough which have occurred during and since the pandemic. However, early evidence is showing that car use across London has increased compared to pre-pandemic data⁸.

Figure 3.5: Resident main mode trips (%) based on average daily trips 2017/18 to 2019/20

Source: London Travel Demand Survey (2017-2020)



7 LIP MTS Outcomes Borough Data Pack (2020).
8 Transport for London (2021). Travel in London reports. Available at: <https://tfl.gov.uk/corporate/publications-and-reports/travel-in-london-reports>

3.28 The north of the borough is covered in part by TfL operated rail services. The Jubilee line serves the Greenwich Peninsula with North Greenwich station located near the O2 Arena. The DLR branch to Lewisham serves the northeast corner of the borough and provides connections to Canary Wharf and the City. The DLR branch at Woolwich Arsenal provides a connection to docklands north of the river. The recently opened Elizabeth line (Crossrail) has stations at Woolwich and Abbey Wood in the northeast of the borough, providing a fast connection to Canary Wharf, central London and Heathrow Airport.

3.29 The borough has three national rail lines operated by Southeastern forming east-west routes between Central London and Kent. Thameslink trains also provide routes operating through Greenwich, Woolwich, Charlton and Deptford.

3.30 A range of TfL bus routes also operate across the borough.

3.31 Royal Greenwich benefits from the Thames to the north, with Thames Clipper services covering Greenwich, North Greenwich, Royal Wharf, Woolwich and Barking Riverside. River crossings include the Greenwich foot tunnel, Woolwich foot tunnel, Woolwich ferry and the London Cable Car between Royal Victoria Dock and Greenwich Peninsula.

3.32 Figure 3.6 maps the public transport routes available in the borough, while Figure 3.7 shows connectivity levels via public transport.

Figure 3.6: Greenwich's public transport network

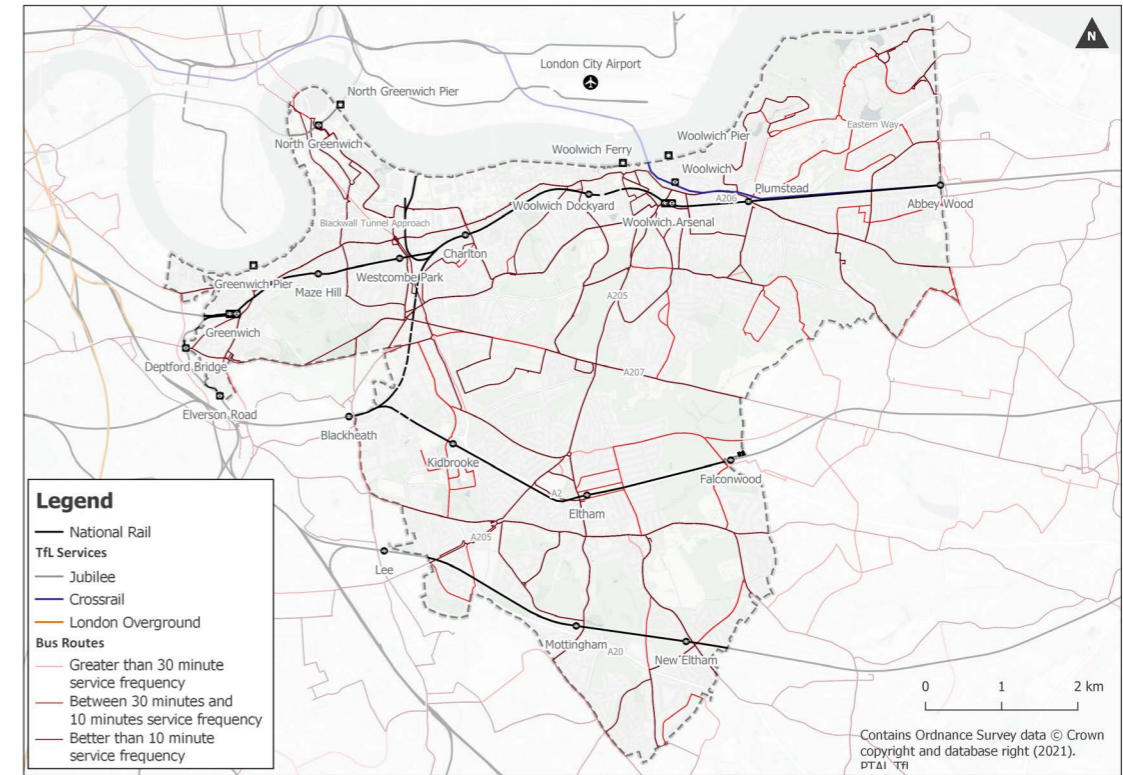
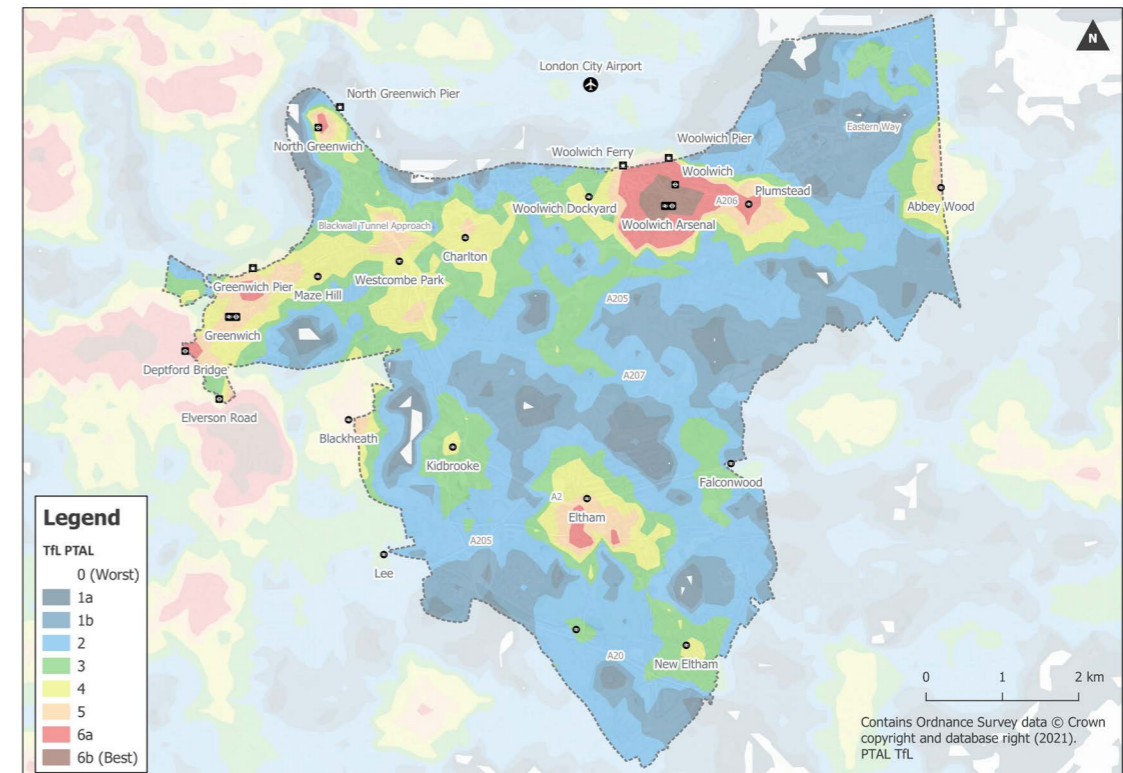


Figure 3.7: Public Transport Accessibility Level (PTAL)

Source: Transport for London, WebCAT. Public transport accessibility levels.



Contains Ordnance Survey data © Crown copyright and database right (2021). PTAL TfL

- 3.33** It is clear that the northern part of the borough (along the Woolwich to Deptford axis) is well connected by public transport. Woolwich Arsenal has the best public transport accessibility levels (PTAL) in the borough, undoubtedly benefiting from new connectivity options provided by the opening of the Elizabeth line. The rest of the borough has relatively poor PTAL scores, with the exception of parts of Eltham in the south (Figure 3.7). Some of the most deprived parts for the borough, such as Thamesmead have lowest public transport accessibility, this has an impact on residents' ability to access jobs and services.
- 3.34** Rail transport through the borough operates predominantly in an east-west direction. While the DLR and Elizabeth line provide connections north across the river, there is little to no north-south rail connectivity within the borough itself. While buses operate in these directions, they do not provide the same level of capacity or speed, making north-south travel difficult for people wishing to use public transport.
- 3.35** Data from London Travel Demand Survey (LTDS) from the 2017-2020 period showed the top destination post codes for rail-based trips originating in Royal Greenwich. Most of these ended in SE1, followed by WC2N, E13 and E14. These mostly correlated with important destination areas for employment and leisure, such as Canary Wharf (E14), Waterloo and the Southbank (SE1), as well as major rail terminals (Charing Cross at WC2N). As expected, most rail journeys out of the Royal borough head in a north-westerly direction, towards central London.

Road network

- 3.36** Red Routes are strategic roads which carry disproportionate amounts of London's traffic. They are managed by TfL and come with specific sets of rules and monitoring around aspects like parking, loading, bus lanes and cycle lanes. In Royal Greenwich, strategic north-south red routes are partly dictated by available river crossings, they include the Blackwall Tunnel Southern Approach Road which later joins with the A2 to provide a connection between Eltham and the crossing at Blackwall Tunnel. The A205 connects Eltham and Woolwich, terminating at the Woolwich Ferry crossing. There are further red route sections in the south, including portions of the A210 and A2213. These can be seen in Figure 3.8.
- 3.37** The borough's car ownership levels are in line with average levels for London as a whole, but still above targets set in the Mayor of London's Transport Strategy (MTS) and incorporated in our Local Implementation Plan. Considering average data for the 2016-2019 period, 42% of households in Royal Greenwich owned one car while 14% owned two cars. 44% did not own a car. This suggests that nearly half of all households live without a car, and so use public transport, walk or cycle to get around. Adjacent inner London boroughs of Lewisham and Newham have only slightly lower car ownership levels, with 47% and 54% of households respectively not owning a car. On the other hand, in adjacent outer London boroughs of Bromley and Barking and Dagenham, only 23% and 39% respectively do not own a car. With regards to strategic targets set out by the MTS, there is still a significant reduction in car ownership needed to reach the 2041 target.

- 3.38** Overall, car ownership levels have increased with time. At the end of 2020 there were approximately 80,000 cars and 5,625 Light Goods Vehicles (LGVs) licensed in the borough⁹. 25% of cars and 93% of LGVs are diesel vehicles. Greenwich had fewer registered vehicles than 14 other outer London boroughs; however, again, a significant reduction in car ownership needed to reach the 2041 target. The policies set out in the strategy will help the borough in creating radical changes in order to reach these targets.

- 3.39** The borough has lower levels of car ownership compared to outer London boroughs, so whilst reducing car ownership remains a challenge, it suggests a relatively good starting point for incentivising further modal shift to increase the uptake of walking, cycling and public transport. Likewise, it suggests that there is widespread reliance on, and demand for, good quality public transport across the borough.

Figure 3.8: TfL red routes in south-east London.

Source: Transport for London. Red route maps.

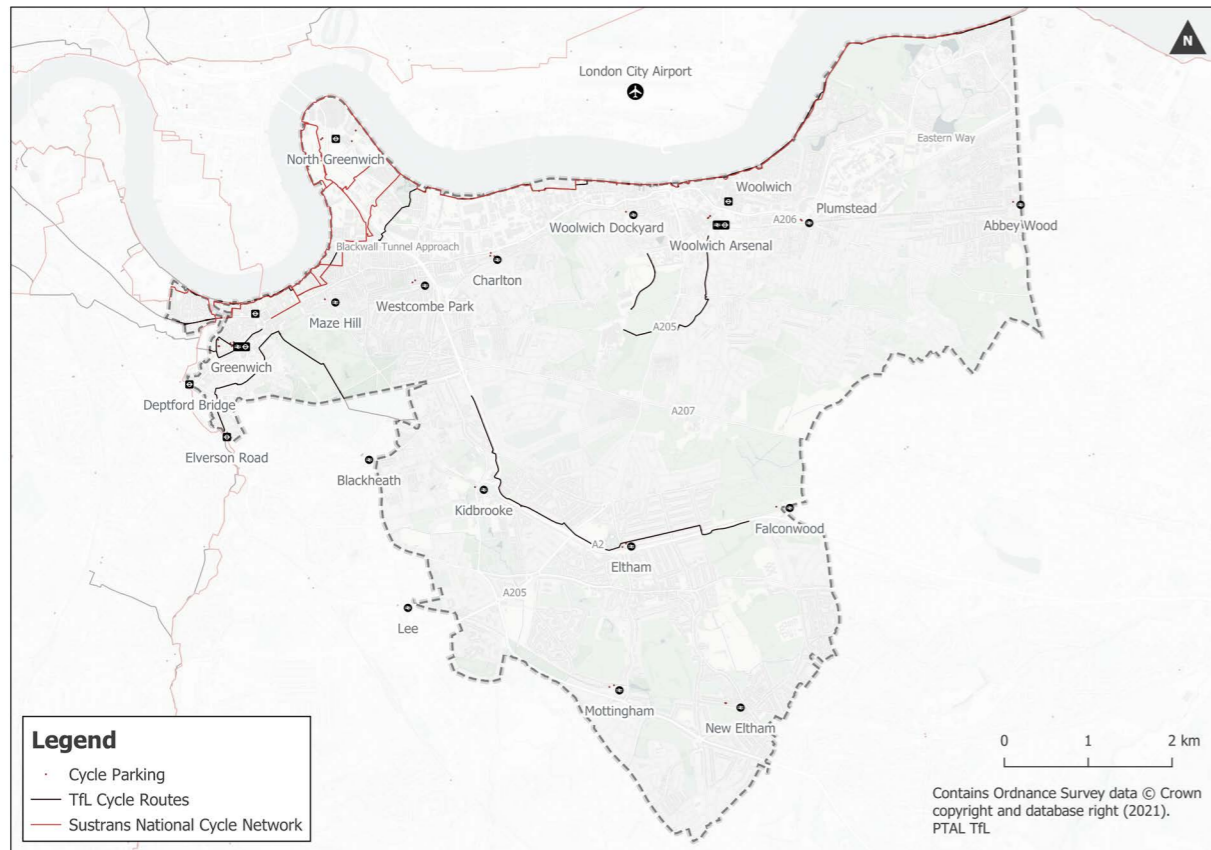


Cycling network

3.40 Figure 3.9 illustrates the extent of the cycling network in the borough. It is clear that most cycling provision is relatively fragmented, hindering continuous attractive cycling journeys across the borough. The most notable continuous cycle route stretches out along the northern edge of Greenwich by the side of the Thames. Moreover, the borough's varied topography may pose a barrier to potential cyclists in some areas. Most notably, the steep gradients around Shooters Hill require cyclists to climb up to 130 metres from the Thames.

3.41 Despite this, active travel mode share stood at 31% according to figures from the 2016-2019 period, with over 8,500 bike trips and 166,000 walking trips made on an average day. This shows that despite fragmented provision and environmental obstacles, there is a willingness to engage in active travel across the borough. However, it should be noted that 30% of this made up by walking trips and so cycling levels are low. Investing more in active travel infrastructure would create an environment that would encourage more people to walk and cycle.

Figure 3.9: Cycling network in Greenwich



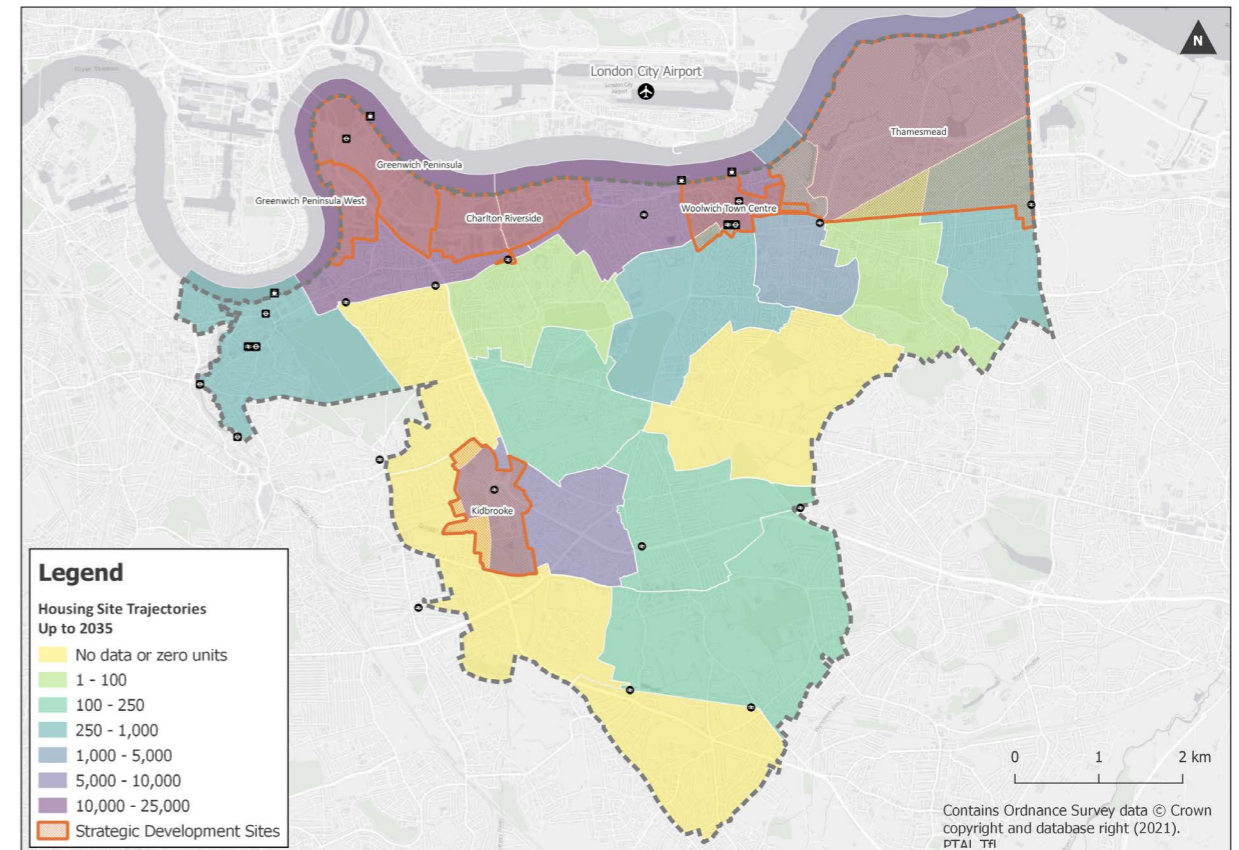
Growth and development

3.42 Opportunity Areas are identified in the Mayor of London's London Plan as key locations London-wide with potential for new homes, jobs and infrastructure of all types. The Royal Borough of Greenwich has a number of Opportunity Areas set out in its Local Plan. The majority of these are in the north of the borough, alongside the river. These are:

- Greenwich Peninsula
- Charlton Riverside
- Deptford Creek
- Kidbrooke
- Thamesmead and Abbey Wood including a potential Docklands Light Railway (DLR) extension

3.43 Woolwich is already the one of the most well-connected areas in the borough, with a high PTAL level (shown in Figure 3.7). In contrast, areas of the Greenwich peninsula, Charlton and Thamesmead all have lower PTAL ratings, Thamesmead in particular. Low to moderate PTALs are one of the factors in the selection of these areas and long-term strategic planning is needed to support the transport improvements required to unlock growth, so that future communities have easy access to sustainable travel choices.

Figure 3.10: Greenwich's housing trajectories and strategic development areas



- 3.44** In addition to the recent opening (2022) of the Elizabeth Line, the Royal Borough is also anticipating two further major transport infrastructure projects. The Silvertown Tunnel will provide a new river crossing linking Greenwich to East London, the tunnel will provide a new road and public transport crossing, due to be completed in 2025. In addition, we are working with TfL, the GLA, central government, London Borough of Newham and landowners to explore the feasibility of improving public transport to the Thamesmead and Abbeywood Opportunity Area to support increased growth. This includes considering extending the DLR to Thamesmead, via Beckton Riverside. This is currently in the feasibility stage and has not been confirmed for delivery.
- 3.45** Significant growth is predicted in the borough, much of this is in areas with high current levels of car usage, that would require improved public transport access, and will need enhanced walking and cycling facilities. It will be important to ensure that the growth of new communities across the borough is not to the detriment of tackling climate change, or people's health and wellbeing. This can be achieved through developing a transport network which provides equitable opportunities for all.
- 3.46** As an outer London borough which sits alongside the River Thames, Royal Greenwich has a number of transport challenges, however, at this time there is also an opportunity to make a step-change in transport across the borough.
- 3.47** This strategy includes more specific evidence throughout to illustrate where Greenwich is at this time and where it needs to be by 2030.



4. A Healthier Greenwich

Our transport network will make it easy for people of all ages and abilities who are living, working, and visiting Royal Greenwich to be healthier

- 4.1** The Royal Borough of Greenwich is a diverse borough, home to people from all walks of life. In order to deliver our vision to provide a transport system that is easy for everyone to walk, cycle and use public transport helping people to be healthier, we will need to focus on making our streets and places inclusive spaces, where all people's needs are considered. The focus will need to shift from providing for motor traffic to providing spaces where people want to use streets to safely walk, cycle and get together.
- 4.2** Delivering this will require stronger policies which prioritise active travel and public transport over the private car. Reducing people's reliance on their private cars will also be key in achieving this.

Objective 1.1: Improve the accessibility of our streets

- 4.3** Improving the accessibility of streets and public spaces is key to helping all people who live, work, and visit Greenwich to live a healthier lifestyle, in a healthier environment. By putting accessibility at the heart of the design of streets and public places, Greenwich can more effectively meet the needs of people of all ages and abilities, and realise a more inclusive, people-first transport future.
- 4.4** Examples of designing for accessibility include the installation of dropped kerbs and tactile paving at all crossings, wheeling-friendly alternatives to stairs, wide and unobstructed pavements and segregated cycle lanes, the removal of clutter and unnecessary street furniture and the inclusion of seating for resting. The generation and implementation of street-based accessibility design standards can support other standards, such as those related to building design and public transport, as well as ensuring accessibility legislation are being met and upheld (e.g.: the [Equality Act 2010](#)). Reputable sources for helping to generate street design guidelines are the various guidelines and handbooks published by the Global Designing Cities Initiative, such as the [Global Street Design Guidelines](#) created with the input of experts from 72 cities in 42 countries, and the [Inclusive Mobility Best Practices Guide](#) published by the Department for Transport in 2021.
- 4.5** Statistics from the 2011 census show that ~7.5% of Royal Greenwich residents recorded having a long-term illness or disability that limits their day-to-day activities. Although this a significant number of us in itself, improving the accessibility of our streets benefits all people, as well as disabled people.

The policies outlined below will help Greenwich:

- Meet the goal of making it easy for people of all ages and abilities who are living, working, and visiting Greenwich to be healthier,
- Meet the target of reducing car use by 45% through modal shift to active travel and public transport set out in the Carbon Neutral Plan, and
- Support the Royal Borough of Greenwich Local Plan, particularly policies within 4.7 'Cohesive and Healthy Communities' which seeks to create safe streets and environments, creating accessible places easily connected by walking and cycling and promoting healthy and active lifestyles.

Policy 1a: Ensure our streets and public places are accessible and inclusive

We will do this by:

- Ensuring that accessibility and inclusion are considered as standard at an early stage of planning for new developments and schemes.
- Ensuring that we consult and engage with disabled people and hard to reach groups during the early stages of planning for new developments and schemes.
- Investigating, through engagement with disabled people and organisations who represent disabled people, the need for borough-specific accessibility design guidelines.
- Developing, applying and promoting the use of Streetscape Guidance (which would sit underneath this strategy) to ensure that we build in equity and accessibility considerations into our street schemes.



Objective 1.2: Increase the proportion of people who choose to walk and cycle for their everyday journeys

- 4.6 Increasing the proportion of people who choose to walk and cycle for their everyday journeys is vital to supporting people who live, work, and visit Royal Greenwich pursue a healthier way of living, in a healthier environment.
- 4.7 Increasing the levels of those making journeys by active means can support a reduction in inactivity, which contributes to heart disease, obesity, and other health conditions in adults and children. Ensuring disabled people are equally supported to increase their activity levels will be key to ensuring all people in Royal Greenwich are able to embrace a healthier lifestyle.
- 4.8 Today, the rate of physical activity among adults in Royal Greenwich is slightly lower than that of the London average of 65% (61%), and childhood obesity higher than the London borough average of 37% (41%) (Public Health England, 2018/19). In 2019/20, 15.2% of Year 6 children were considered overweight, 28.2% were measured as obese, and 6.8% as severely obese, highlighting that over 50% of Year 6 children are considered overweight or obese¹⁰.
- 4.9 In terms of Greenwich's mode share, the most commonly used mode is the private car, followed by walking and public transport. However, cycling is low at under 2% despite 40% of households in the borough having at least once cycle available (LTDS 2020).

- 4.10 The latest data shows that 25% of residents live within 400m of a strategic cycle network. As discussed above in the Context Chapter of this strategy, the Mayor of London's Transport Strategy has set out ambitious targets for this to increase this to 72% by 2041 in Royal Greenwich.
- 4.11 Some progress has been made in Royal Greenwich on this since the baseline was set in 2016, when only 2% of the population was within 400m of the strategic cycling network (see Table 4.1). However it should be noted that this is likely to be due to a change in the classification of the strategic cycling network by TfL, rather than a sharp increase of delivery. An ambitious level of intervention would be needed to reach the 2041 target.
- 4.12 A step change in the number and pace of schemes delivered across the borough which provide a more comprehensive cycle network to deliver this is needed, particularly in growth areas, and in the south and east of the borough where there is less cycling infrastructure.

Table 4.1: Percentage of population within 400m of a strategic cycle network

Baseline (2016)	2021 target	2041 target	Latest data (2020)
2%	34%	72%	25%

10 NCMP - National Child Measurement Programme

4.13 The policies outlined below will help Royal Greenwich:

- Meet the goal of helping people who live, work, and visit Royal Greenwich to be healthier.
- Meet the target of reducing car use by 45% through mode shift to active travel and public transport set out in the Carbon Neutral Plan.
- Meet the target of 72% of the population living within 500m of a strategic cycle network.
- Support the Royal Borough's Local Plan, particularly policies within 4.8 'Infrastructure and Movement' which seek to support development which reduces the need to travel by car and develop new and improved footpaths and cycleways.

Policy 1b: Create streets and places that encourage people to walk and cycle

We will do this by:

- Developing and delivering an Active Travel action plan.
- Continuing to deliver school streets across the borough
- Delivering high quality cycling infrastructure by prioritising locations with greatest potential across the borough.
- Delivering high quality, pedestrian-friendly pavements, and public spaces which act as destinations across the borough.

Policy 1c: Promote walking and cycling in the borough through our health and walking activities

We will do this by:

- Developing and delivering an Active Travel action plan.
- Working across the Council (including with public health and sports) to promote routes on our website and through other existing channels such as GP surgeries, schools, and local community groups.
- Working with big employers in Royal Greenwich to increase the development of travel plans.

Policy 1d: Increase personal bicycle ownership, and improve the availability of and access to cycle hire in Royal Greenwich

We will do this by:

- Working with TfL and other partners to make the case for the expansion of the Santander Cycles network to the borough.
- Working with dockless bike hire operators, neighbouring boroughs and TfL to expand the availability of dockless cycle hire.
- Exploring the feasibility of low-cost cycle loan and "try before you buy" schemes which can increase cycling uptake in more deprived neighbourhoods.

Policy 1e: Increase the amount of good quality cycle parking in the Royal Greenwich

We will do this by:

- Working with developers and other stakeholders to ensure new developments provide good levels of on and off-street cycle parking.
- Using a prioritised approach deliver good quality on-street cycle parking.



Objective 1.3: Reduce car dependency in the borough

4.14 Fundamental to supporting better health for people living, working, and visiting Greenwich is reducing dependency on cars, and as result, the traffic, congestion, and pollution (air and noise) that come along with it. The success of this objective is tied to the success of objectives 1.1 and 1.2, as a reduction in the reliance on cars is dependent on people of all ages and abilities having access to alternative, sustainable forms of transport such as walking and cycling. Effectively reducing people’s reliance on cars is achieved through a mixture of incentives and disincentives to using cars. Incentives include the policies outlined in objectives 1.1 and 1.2. Disincentives on the other hand, include policies

such as those described within this objective.

4.15 At present, Royal Greenwich has fairly high levels of car ownership across the borough, above target levels set in the Mayor of London’s Transport Strategy (MTS) and incorporated in our Local Implementation Plan, with 56% of households owning one or more car. According to the 2011 Census, Coldharbour and New Eltham and Eltham North wards have the highest rates of average car/van ownership per household, at 1.14 and 1.09 cars/vans per household respectively. Woolwich Riverside and Woolwich Common have the lowest levels, at 0.52 and 0.56.

4.16 The variation in average car/van ownership per household across the wards in the borough is illustrated in Figure 4.1. A stark difference can be observed between car/van ownership in the north and south, with ownership rates increasing towards the south (and to a lesser degree, the east).

4.17 Current levels show that there are approximately 80,000 cars licenced in the borough (2020), this number has increased slightly since a baseline was set by TfL in 2016. An interim target for 2021 was set to reach 76,900, data from 2020 shows that it is unlikely this reduction will have been met.

4.18 The policies outlined below will help Royal Greenwich to meet the goal of reducing car dependency throughout the borough and meeting Greenwich’s Carbon Neutral Plan targets of:

- A 45% reduction in car use in the borough due to modal shift to public transport and active travel
- A 10% decrease in LGV and HGV use relative to current projections
- Meeting the MTS strategic target to reduce the number of cars owned by 2041 to 75,200.

Figure 4.1: Average level of car/van ownership across wards in Royal Greenwich

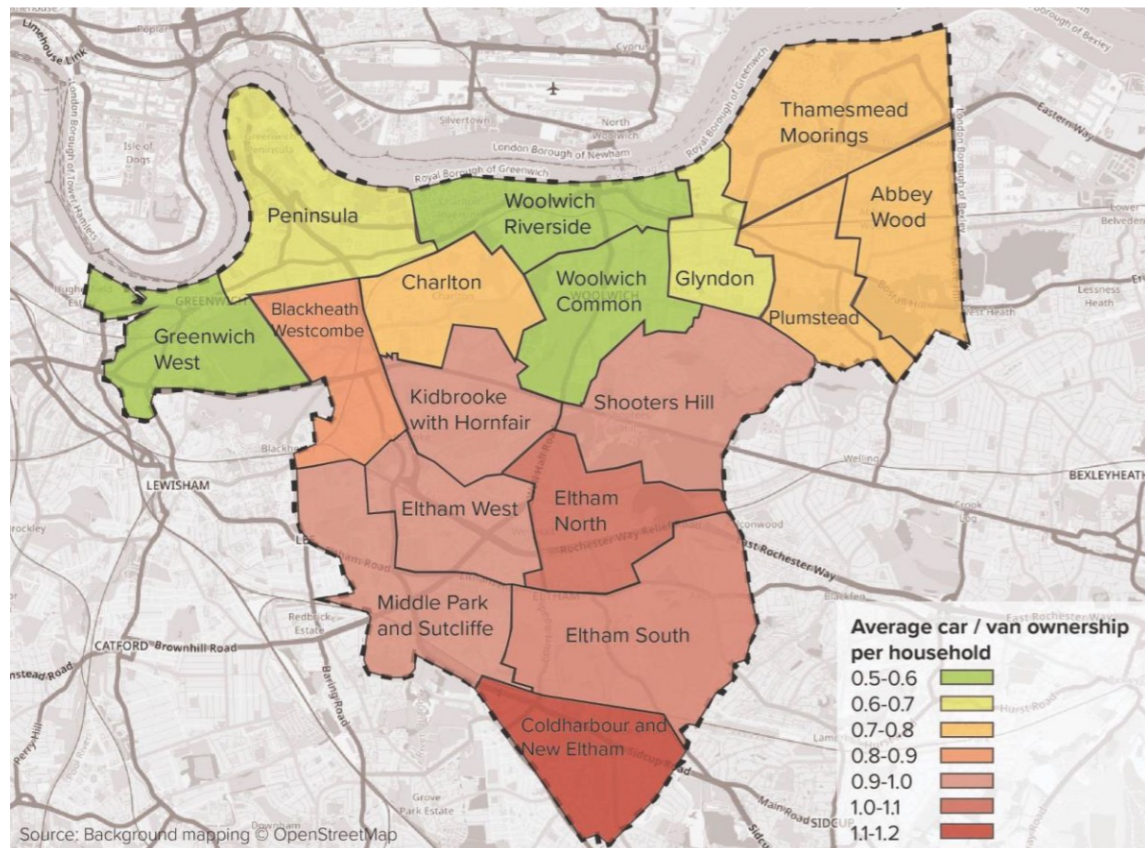


Table 4.2: Hierarchy of road users

1	People with mobility issues (such as Blue Badge holders)
2	Pedestrians
3	Cyclists
4	Public transport
5	Freight and servicing
6	‘Shared’ transport such as coach, taxi, private hire, car club (and in the future, demand responsive public transport and autonomous vehicles)
7	Other ‘essential’ kerbside usage in town centre areas (e.g. ambulance bays, EV charging)
8	‘Non-essential’ local kerbside usage (e.g. local resident parking of private cars in residential areas)
9	Other ‘non-essential’ kerbside usage (e.g. commuters from outside the local area)

Policy 1f: Use the road user hierarchy set out below to appraise transport schemes in the borough

We will do this by:

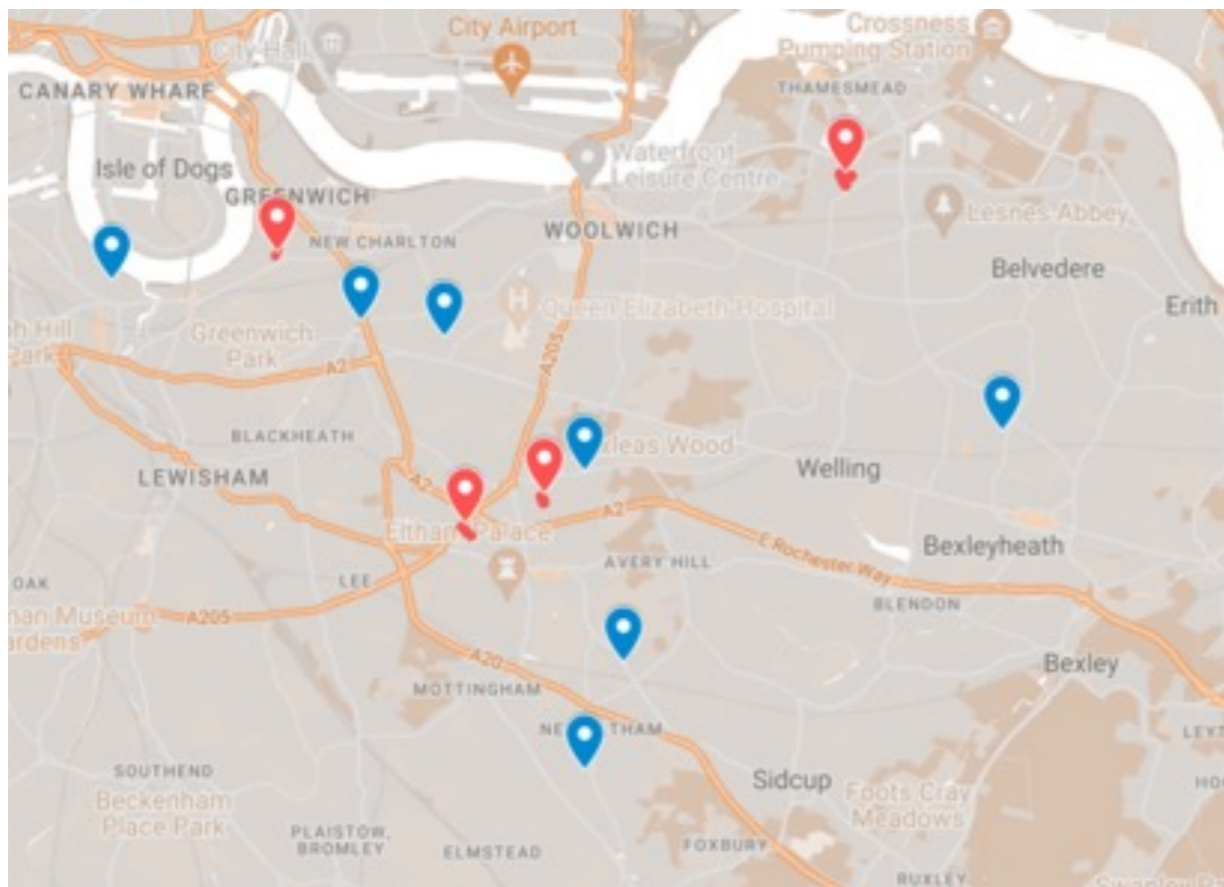
- Using the road user hierarchy shown in Table 4.2 to appraise transport schemes and prioritise kerbside space for users with greatest need.
- Developing a Kerbside Management Action Plan building on this policy.

4.19 School Streets are areas adjacent to schools which are closed to motor vehicles at school drop-off and pick-up times. They incentivise families to use active and sustainable modes of travel to school and create spaces which bring communities together. Moreover, by removing traffic during busy times they contribute to lowering air pollution and making roads safer for everyone which supports our overarching vision for this strategy.

4.20 Royal Greenwich currently operates four permanent school streets along with seven

temporary School Streets¹¹. These are mapped in red and blue respectively in Figure 4.2 below. The scale of these trials shows both willingness and the extent of opportunities available to create more school streets across the borough. Decisions on the continuation of the trial School Streets are due to be made later in 2022.

Figure 4.2: School Streets in Royal Greenwich



Policy 1g: Reduce through traffic by delivering schemes which encourage walking and cycling and to discourage driving, such as school streets and Traffic Management schemes

We will do this by:

- Developing a prioritisation matrix so we can rank which schools are most in need of school streets.
- Using an evidence-led approach to identify areas which would most benefit from through-traffic reduction schemes, such as Low Traffic Neighbourhoods, as set out in the Active Travel Action Plan.
- Working with local communities to understand where traffic management schemes and Low Traffic neighbourhoods could best be delivered across the borough.
- Working closely with schools and their communities to deliver School Streets across the borough.

Policy 1h: Share the costs of street space fairly in the Royal Borough of Greenwich by exploring schemes such as a workplace parking levy

We will do this by:

- Engaging with TfL's work on road user charging.
- Exploring, with residents and our business community, the benefits and feasibility of charging schemes to reduce traffic within the borough.
- Including within our Kerbside Management action plan, by considering measures like emissions-based charging.



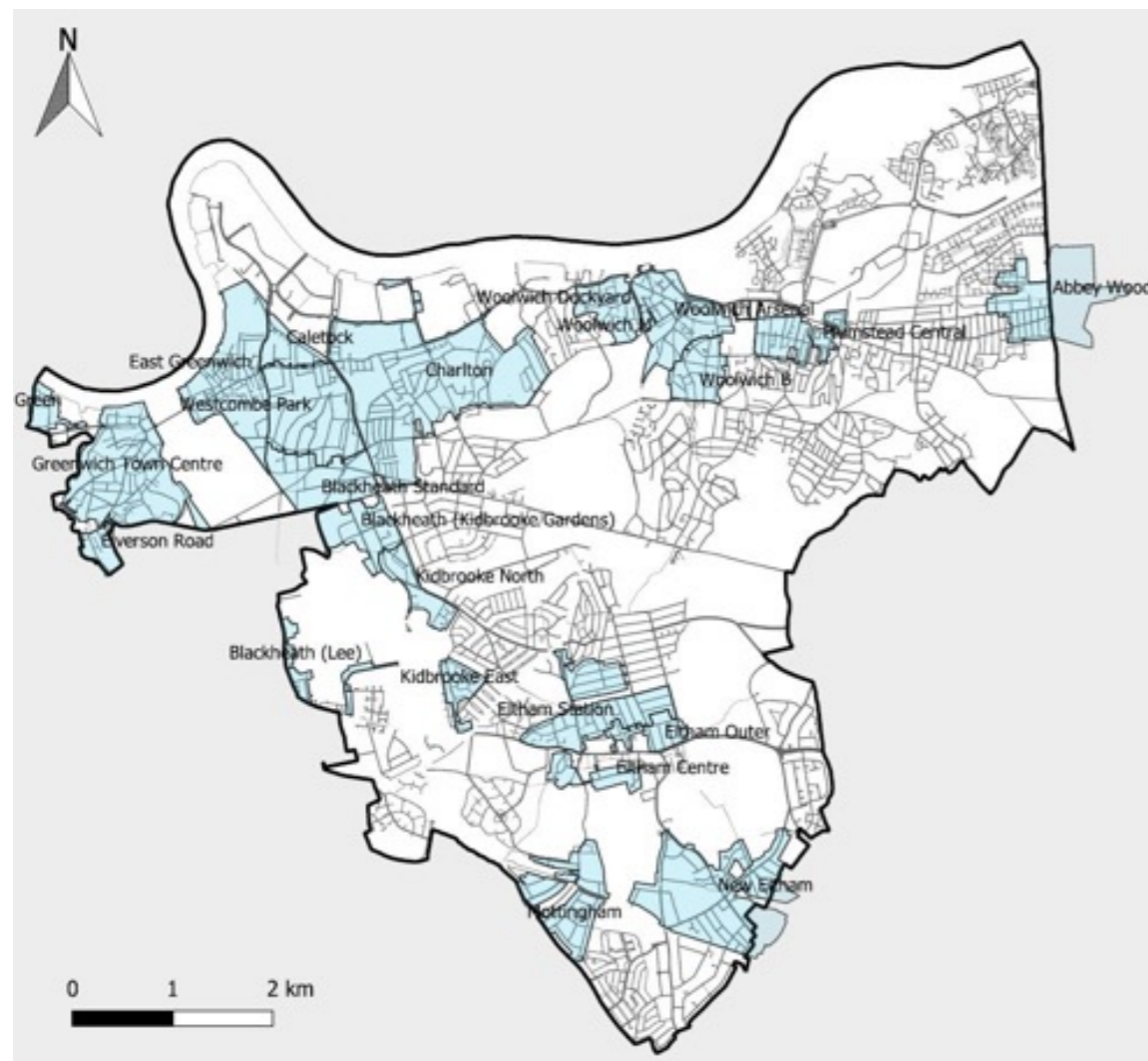
11 Royal Borough of Greenwich (2022). School streets. Making streets safer for children.

4.21 Controlled Parking Zones (CPZs) and permit parking areas are effective and widely used methods of managing demand for kerbside space in urban areas. CPZs work by restricting parking in an area during specific times. During these times, vehicles will generally need to have a valid permit or visitor voucher, pay to park or are only allowed to park for a limited amount of time. TfL's MTS sets out that road

user charging schemes can have a huge benefit in reducing unnecessary car trips and creating mode shift. Revenue gained through road user charging schemes can also be ringfenced and used for sustainable transport programmes.

4.22 Currently approximately 30% of the borough's roads are within a controlled parking zone (CPZ) as highlighted in Figure 4.3.

Figure 4.3: Existing Greenwich CPZs



Policy 1i: Expand the coverage of Controlled Parking Zones (CPZ) to the whole borough

We will do this by:

- Undertaking parking stress surveys across the borough to better understand where further controls are needed most as a priority.
- Making the best use of kerbside space in all our transport work, as set out in the Kerbside Management Action Plan.
- Improving and increasing controls within existing CPZs so they are clear, standardised and consistent borough wide.
- Introducing an accelerated programme of CPZ expansion borough wide, with the intention of borough wide CPZ controls to help control and manage car ownership.
- Effectively deliver an expansion in the number of CPZs across the borough, as set out in the Kerbside Management Action Plan, with an overall aim of reducing car ownership and use.
- Progressing an emission-based charging structure to help drive the purchase of low emission vehicles in Royal Greenwich such as optimising free parking to encourage shift to low emissions vehicles.
- Work with local communities to understand where low traffic can be promoted through Traffic Management Schemes (such as Low Traffic Neighbourhoods) and delivered across the borough.
- Progressing an emission-based charging structure to help drive the purchase of low emission vehicles in Royal Greenwich.



5. A safer Greenwich

Our transport network will be safer for everyone, however they choose to travel

- 5.1 The Royal Borough wants all people travelling on its transport network to feel safe and secure, at any time of day or night, particularly when walking, cycling or using public transport.
- 5.2 To deliver our vision of having a transport system where all people feel safe and secure, we will adopt and implement a Vision Zero approach to road traffic collisions, working towards zero people being killed or seriously injured (KSIs) within the borough by 2041. As described in the Mayor of London's Transport Strategy (MTS), a Vision Zero approach means:

“ensuring the street environment incorporates safe speeds, safe behaviour, safe street design and safe vehicles to target road danger at its source. It means reducing the dominance of motor vehicles on streets, and then making the remaining essential motorised journeys as safe as possible”.

- 5.3 The perception of safety and security on our streets, in public spaces and on public transport is also key in encouraging people to switch from the private car to walking, cycling and using public transport. The way we design our transport network, through providing well-lit, well-used and well-designed spaces, can have a huge effect on how secure people are and how secure they feel.
- 5.4 Striving towards vision zero and designing a transport network where people feel safe will encourage people to use more active, sustainable modes of travel (e.g., cycling) that they might not have felt safe to try. This will help to improve both the health of our communities and the environment.
- 5.5 Delivering this will require strong policies which prioritise measures to enhance safety and security, particularly for people travelling on foot, by bike or on public transport.



Objective 2.1: Improve the safety of our streets and public places for everyone, especially people walking and cycling

- 5.6** Improving the safety of Royal Greenwich's streets and public spaces is key to reducing collisions, as well as the overall risk of being killed or seriously injured when travelling, particularly while walking or cycling.
- 5.7** People walking or cycling are disproportionately at risk of being killed or seriously injured while travelling (DfT, 2018) (compared to people travelling by car, for example). Safety concerns remain one of the primary reasons people give for not cycling. There is no question that improving the safety of Royal Greenwich's transport network will be critical to increasing the share of people cycling (currently less than 2%) and walking (currently ~30%).

- 5.8** The percentage of people killed and seriously injured (KSI) in collisions in Royal Greenwich is on average lower compared to adjacent boroughs and Greater London between 2017 and 2019 (see Table 5.1 and Table 5.2). However, a high proportion of such collisions are made up of people who are cycling (17%). Given that people cycling in the borough makes up less than 2% of the mode share, this is of concern and requires continued action.
- 5.9** The breakdown of all KSI collisions by mode is presented below in Table 5.3

Table 5.1: Proportion of people Killed or Seriously Injured in collisions - comparison between Greenwich and adjacent boroughs

Borough	2017	2018	2019	Total
Greenwich	11.8%	15.0%	12.2%	12.9%
Lewisham	12.8%	12.4%	14.3%	13.2%
Bexley	11.5%	15.8%	14.9%	14.1%
Bromley	12.5%	14.8%	14.2%	13.8%

Table 5.2: Proportion of people Killed or Seriously Injured in collisions between Greenwich and Greater London

Borough	2017	2018	2019	Total
Greenwich	11.8%	15.0%	12.2%	12.9%
Inner London Boroughs	14.7%	16.4%	15.4%	15.5%
Outer London Boroughs	13.2%	14.5%	14.6%	14.1%
Greater London	13.9%	15.4%	14.9%	14.7%

Table 5.3: Proportion of people Killed or Seriously Injured in collisions by mode involved in the collision

Mode involved in collision	2017-19	Existing Mode Split in Royal Greenwich
Motorcycle	42%	
Bicycle	17%	<2%
Pedestrian	27%	30%
Car	71%	38% (All including taxi)
Bus	6%	
Taxi	1%	
Private Hire	2%	
Goods Vehicle	10%	

The policies outlined will help Royal Greenwich:

- Meet the objective of providing a safer transport network for everyone, however they choose to travel.
- Contribute to the achievement of Vision Zero targets set out in the 2018 Mayor of London's Transport Strategy, including but not limited to:
- no one to be killed in or by a London bus by 2030, and
- for all deaths and serious injuries from road collisions to be eliminated from London's streets by 2041.

Policy 2a: Reduce all collisions in the borough, and the number of KSIs in line with the Vision Zero ambition

We will do this by:

- Adopting and implementing a Vision Zero approach to collisions and levels of KSIs within the borough.
- Developing and implementing a Road Safety Action Plan that is aligned with the MTS' Vision Zero for road danger. This will consider the five key areas in an effort to reduce collisions and KSIs in the borough:
 - **Safe speeds** – lowering speeds is fundamental to reducing road danger because a person is five times less likely to be fatally injured if hit at 20mph than at 30mph. We will consider a borough-wide 20mph limit.
 - **Safe street design** – ensuring all transport infrastructure projects contribute to reducing road danger; attention will be prioritised by an evidence-based approach showing areas of most need.
 - **Safe vehicles** – making sure those vehicles that need to use London's streets are as safe as possible.
 - **Safe behaviour** – improving the behaviour of all road users, especially drivers of motorised vehicles and, in particular, drivers of large vehicles that can do the most harm and therefore supporting those most at risk, such as vulnerable road users. This will help make Royal Greenwich a safer place and encourage more people to walk and cycle.
 - **Post collision response** – reducing the severity of injuries when a collision occurs through timely emergency responses, supporting victims of road crime and holding those responsible to account, and developing a clearer picture of how and why collisions occur.

People who cycle represent just 2% of the overall mode share in Royal Greenwich, but 17% of fatal and serious collisions

Objective 2.2: Help everyone to feel safe on our streets and in our public places, especially people walking, cycling and using public transport

5.10 Helping to ensure all people feel safe and secure when walking, cycling, or using public transport at any time of day or night is particularly important. The protection offered by a private vehicle might encourage people to drive rather than walk, cycle or use public transport for some trips despite having an interest in doing so. For those who do not have the option to access a private vehicle, not feeling safe walking, cycling, or public transport can significantly limit opportunities. Local insight regarding areas of concern (e.g., transport stations, interchanges and hubs) will help prioritise security-enhancing interventions.

5.11 The Royal Borough is working on an emerging strategy to 'Improve the safety of women and girls', one of the four themes of the strategy covers the safety of women and girls in public spaces.

5.12 Improving people's sense of safety and security can be accomplished through people-based interventions (increased policing patrols and "eyes on the street") as well as technology and design-based interventions such as the installation of more and better street lighting, well-designed and maintained public spaces, and CCTV coverage.

5.13 Approaches such as [Crime Prevention Through Environmental Design](#) (CPTED) (also known internationally as Design for Security, Designing Out Crime, defensible space, among other names) are helping to create more secure environments by offering practical strategies for preventing crime through urban and architectural design and the management of built and natural environments.

5.14 The policies outlined will help Royal Greenwich:

- Meet the objective of providing a safer transport network for everyone, however they choose to travel.
- Align with the MTS focus on ensuring crime and the fear of crime remain low on streets and transport systems, including incidents ranging from high-harm offences like sexual offenses and hate crimes, to property theft (e.g. bicycles).

Policy 2b: Work across the council and with other partners to reduce crime and fear of crime on streets and in public places

We will do this by:

- Liaising with community safety groups (e.g. Greenwich Safer Neighbourhoods) to identify ways of improving people's safety when travelling within the borough.

Policy 2c: Incorporate design measures which improve the safety of streets and public places

We will do this by:

1. Identifying areas within the borough that have safety and security concerns and consider the need for intervention.
2. Reviewing industry-leading guidelines on how to improve safety and security through environmental design such as CPTED.
3. Developing the Streetscape guidance which details design measures which promote safety.



6. A cleaner, greener Greenwich

Our transport network will result in cleaner air through reducing car use, prioritising active and sustainable travel, and encouraging cleaner vehicles.

Greenwich's transport network will be resilient to climate change and future trends and uncertainties

- 5.1 Climate change and poor air quality are amongst the biggest challenges faced by our society. Poor air quality has a negative effect on all of our lives and tackling this is central to many of the Royal Borough's long-term ambitions and objectives.
- 5.2 Transport has a huge role to play in reducing the harmful effects of poor air quality and preventing climate change. The Royal Borough must ensure that we do not fall behind in creating radical change in the way we plan and use transport in the borough, encouraging people to walk and cycle more helping to improve our air quality, while keeping our long-term ambitions in mind.
- 5.3 The effects of climate change are a particular concern for Royal Greenwich given that the River Thames forms the northern border of the borough. The future uncertainties which climate change and other world events can bring mean that as a borough we need to continue to be resilient and adaptable. This includes extreme weather events and major health events (such as the COVID-19 pandemic), as well as new travel trends and technologies (such as e-scooters, increasing use of electric vehicles and the possibility of autonomous vehicles).



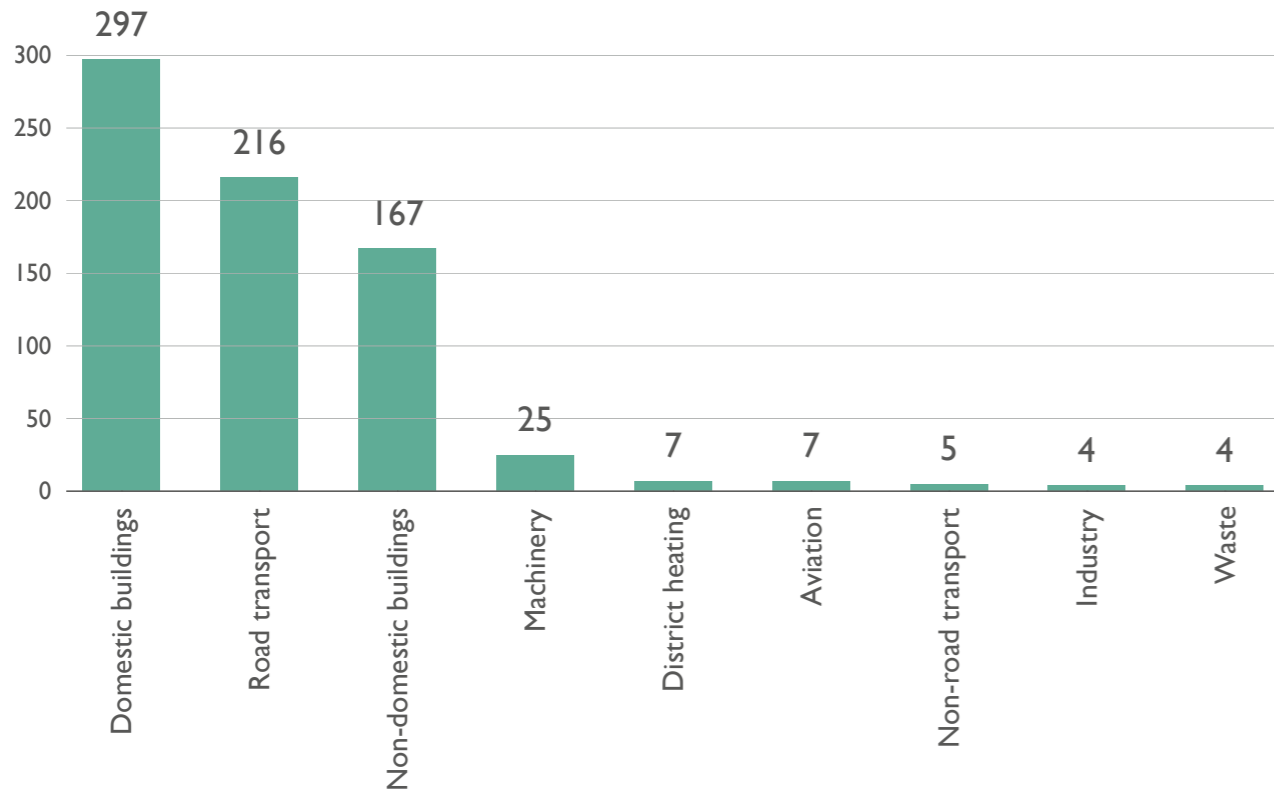
Objective 3.1: Reduce emissions from transport in the borough

5.4 Royal Greenwich declared a climate emergency in 2019 and set out an ambitious target to reach net zero carbon emissions in the borough by 2030, 20 years ahead of the national target of 2050. In 2021, we published our Carbon Neutral Plan (2021-2030), which set out high level ambitions for becoming carbon neutral with associated ambitions relating to transport. That plan set out the baseline for Royal Greenwich and identified the changes needed to become carbon neutral.

5.5 This Transport Strategy builds on the Carbon Neutral Plan and provides a policy basis, on which we can begin to deliver more radical change in the borough, specifically focussing on how our transport network and travel behaviours affect our carbon emissions.

5.6 Royal Greenwich is estimated to have emitted 733 kilo tonnes of CO2 equivalents in 2019¹², with transport being the second biggest source of emissions, 216 kilo tonnes per year (this equates to 31% of the borough's total emissions), as shown in Figure 6.1.

Figure 6.1: Sources of greenhouse gas emissions in Royal Greenwich in 2019



¹² "CO2 equivalents" includes all greenhouse gases, rather than just CO2. Other gases emitted are measured in terms of their warming impact, scaled relative to CO2

Figure 6.2: NOx targets for the Royal Greenwich area

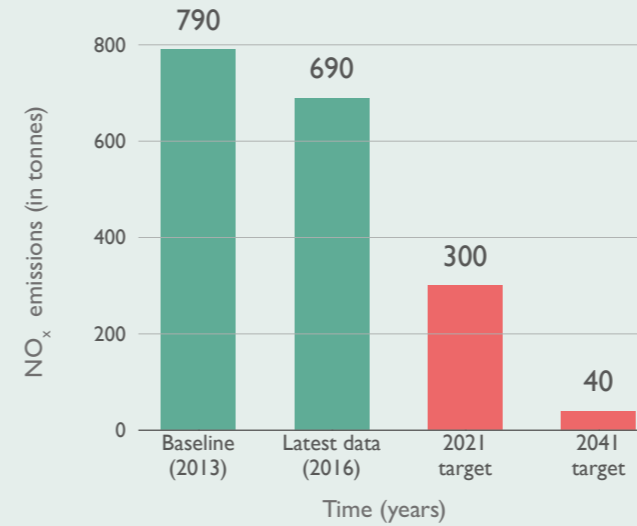


Figure 6.3: CO2 targets for the Royal Greenwich area

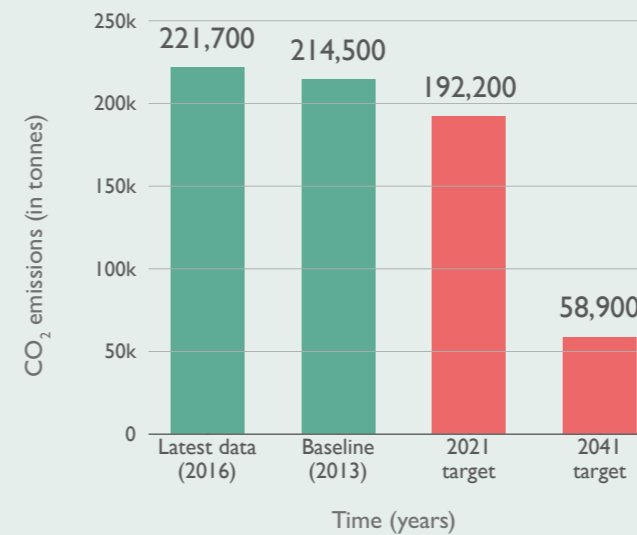


Figure 6.4: PM10 targets for the Royal Greenwich area

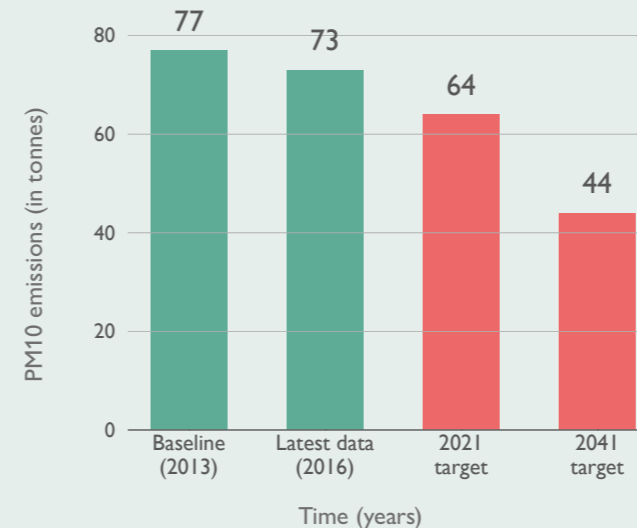
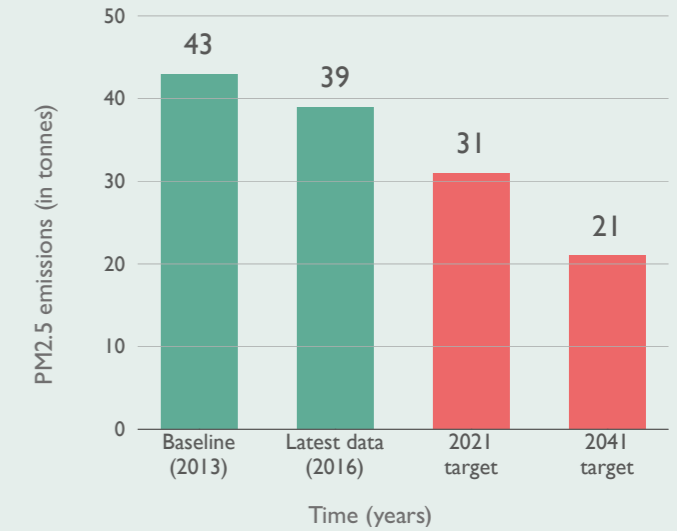


Figure 6.5: PM2.5 targets for the Royal Greenwich area



5.7 A 'baseline' scenario (as set out in the Carbon Neutral Plan) highlights that a 'business-as-usual' scenario, with no significant additional action to reduce carbon emissions from transport, would mean emissions decrease by less than 10% from today's levels by 2030. This would fall far short of Greenwich's ambitions to deliver net zero by 2030.

5.8 Strategic targets which are set out by TfL for the Greenwich area as part of the MTS, measure the borough's progress towards achieving environmental targets. These include progress against NOx (Nitrous Dioxide), CO2 (Carbon dioxide), PM10 and PM2.5 (Particulate Matter 2.5 and 10) emissions from transport (shown in Figures 6.2-6.5). While the latest data available is from 2016 it shows the magnitude of the change which is required in the borough to reduce emissions and reach the London Mayor's targets by 2041. In addition, Royal Greenwich will need to create radical change in emissions from transport to reach net zero by 2030.

5.9 In addition to the targets in Figures 6.2-6.5, Figure 6.6: shows where NO2 are highest in the borough. NO2 primarily enters our air from burning fuel and from emissions from vehicles. As is often the case, the highest concentrations of NO2 are along the main

roads in the borough, with particularly high levels along the A102 on the approach to the Blackwall Tunnel. This is a key private vehicle and freight route into central London from the southeast and highlights the pressure there is on the crossing(s) across the Thames.

5.10 The World Health Organisation (WHO) updated their guidelines for safe levels of air quality in 2021. The updated guidelines state that annual average concentrations of PM2.5 should not exceed 5 µg/m³, PM10 should not exceed 15 µg/m³, and NO₂ should not exceed 10 µg/m³. Ensuring that air quality in the borough is kept within the World Health Organisation limits for NO₂, PM10 and PM2.5 will be a key way in which Royal Greenwich achieves its MTS strategic targets and ambitions set out in the Carbon Neutral Plan. At present, Royal Greenwich has 11 London Air Quality

Network (LAQN) monitoring sites across the borough, at present the monitoring station at the Woolwich flyover is the only site which is regularly exceeding the WHO limits.

Policy 3a: Reduce harmful emissions from transport in the borough

We will do this by:

- Supporting and delivering schemes which promote a radical reduction in private car use, such as segregated cycle lanes, traffic management schemes, school streets, other timed road closure schemes and controlled parking zones.
- Investigating the benefits of introducing road user charging measures, such as a workplace parking levy.

Figure 6.6: NO₂ concentrations in Royal Greenwich (2020)

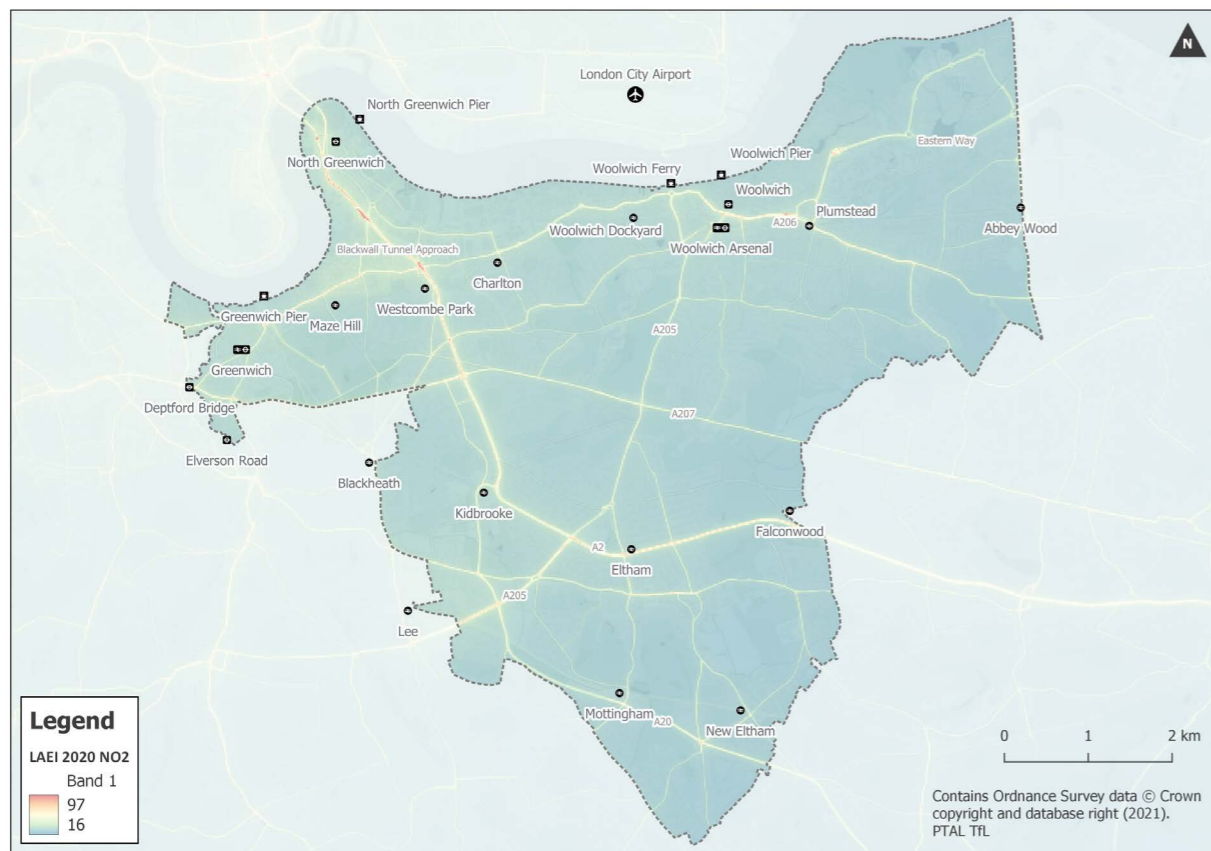


Table 6.1: Number of electric vehicles licensed 2012-2021 (DfT Statistics)

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
RBG	12	23	32	66	112	183	305	495	783	1,317

- Using air quality indicators (such PM10 and NO_x emission levels) when prioritising the delivery of transport interventions.

5.11 Achieving this reduction in harmful emissions from transport can only be achieved by a reduction in car use and dependency (as set out in Theme 1 of this strategy), but it will also require the pace of the transition to electric vehicles to be accelerated.

5.12 The number of licensed electric vehicles in Royal Greenwich has steadily increased, with a sharp increase between 2020 and 2021 of 68% as shown in Table 6.1. At present there are 1,317 electric vehicles registered in Royal Greenwich, this makes up 1.5% of the total number of vehicles registered in the borough.

5.13 At present, Royal Greenwich has a total of 257 electric vehicle charging points (EVCPs), 48 of which are rapid charging points¹³. Between October 2019 and October 2021, the total number of charge points has increased by 46%, with the number of rapid charge points increasing by 220% in the same period.

Policy 3b: Accelerate the transition to low and zero emission vehicles

We will do this by:

- Developing an Electric Vehicle Strategy / Action Plan.
- Working with partners such as TfL, the GLA, GULCS, Energy Savings Trust and charging providers and other stakeholders to accelerate the delivery of EVCPs in the borough.
- Developing an understanding of where assets in the borough are feasible to be used as locations for EVCPs.
- Developing parking provision and pricing which incentivise the uptake of electric vehicles.

Policy 3c: Transition the Royal Borough's fleet to zero emissions vehicles

We will do this by:

- Developing a roadmap for updating the Council fleet to support the ambition in the Carbon Neutral Plan for a fully zero emissions fleet by 2030.
- Developing appropriate charging facilities.
- Promoting success of the Royal Borough's own fleet to stakeholders, businesses and partners in the borough.

¹³ Rapid charge points are capable of charging vehicles in around 20-30 minutes.



- 5.14** Car clubs operate within the borough, providing members with access to a car on a short-term basis. Vehicles on public roads are operated by Enterprise Car Club while some cars parked in off-street parking bays are operated by Zipcar with access to round trip hire. Hiya car, a peer-to-peer car club, is also available in the borough. Royal Greenwich is currently working with Enterprise Car Club to trial an all-electric car club in the Low Emission Neighbourhood of Greenwich and the Peninsula.
- 5.15** Increasing access to car clubs across the borough can support the reduction of car ownership. In addition, the car club fleets are typically newer and therefore lower emission than privately owned cars. The promotion and use of car clubs in the borough can therefore have a two-fold effect: a reduction in car use and ownership; and supporting the use of lower emission vehicles when a car trip is necessary.

Policy 3d: Promote the use of car clubs in the borough to support a reduction in car use and ownership, and the use of lower emission vehicles when necessary

We will do this by:

- Working closely with car club operators to deliver a wider and denser range of services in the borough.
- Investigate a permit scrappage scheme, whereby residents are incentivised to give up their car in exchange for car club membership.

Objective 3.2: Create and manage a more resilient transport network

- 5.16** The [2022 Global Risk Report](#) identifies natural disasters, extreme weather and the failure of climate mitigation as among the most significant threats to global stability, and our communities. With 70 per cent of the world's population expected to live in urban areas by 2050, cities are on the front lines of these trends and challenges, but also the source of many solutions.
- 5.17** Having a proactive, resiliency-based planning approach that accounts for extreme and impending changes will therefore be critical in helping Royal Greenwich to minimise impact, withstand shocks, and boost recovery if and when these extreme events occur. In brief, resilience can be defined as “the capacity of individuals, communities, institutions, businesses and systems within a city to survive, adapt and thrive, no matter what kinds of chronic stresses and acute shocks they experience”. Royal Greenwich is uniquely placed with the Thames making up the northern borough boundary, this means that resilience and adapting to a changing climate is even more pertinent. By creating a transport network that is sustainable, resilient, and one that people can depend upon, Royal Greenwich is better equipped to create a cleaner, greener future that benefits all people as well as the environment.
- 5.18** Furthermore, the COVID-19 pandemic saw huge changes in the way people travel, how often people travel and the modes which people use. During the pandemic in the UK, we saw people staying at home, and walking and cycling more often to get around in their local area, as well as an increase in car use across London as people moved away from public transport. This increase in local car use goes against the transport aims set out in this Transport Strategy.
- 5.19** Resilience against unprecedented events which affect the way people travel needs to be built into the way Royal Greenwich delivers transport schemes and changes in the borough in the future. Diversification away from private car use is needed to ensure that the network is flexible, with viable transport options such as walking, wheeling, cycling and using public transport which are inclusive and accessible by all people.
- 5.20** Diversifying the way people travel, with less reliance on cars, will support in building resilience in our transport network.

Policy 3e: Build resilience to a changing climate into our transport network

We will do this by:

- Working with the London Climate Change Partnership's Transport Adaptation Sector Group to ensure our street network and transport system works during extreme weather events.
- Working with local NHS, local businesses and communities around messaging on travel, to ensure they reinforce our Transport Strategy and Carbon Neutral.

- 5.21** Micro-mobility modes including dockless bike and e-bike hire are increasingly popular ways for people to travel. E-bike hire offers a great way to help people try more sustainable modes of travel. London has seen a huge uptake in people using Lime dockless e-bikes since the pandemic with data showing that ridership doubled in 2021 compared to both 2020 (up by 106%) and 2019 (up by 128%) . Dockless e-bikes are available in north-western parts of the borough

for hire, this supports the uptake of cycle use, particularly considering that the TfL Santander scheme is not available in the borough.

- 5.22** Privately owned e-scooters are currently illegal to use on public roads: while there is currently an e-scooter hire trial in London, Royal Greenwich is not one of the participating boroughs.
- 5.23** Connected autonomous vehicles (CAVs) are an emerging technology which could have a huge effect on the transport landscape. It is forecast that a quarter of global new vehicle sales in 2035 will be autonomous¹⁴. Royal Greenwich is taking part in trials for autonomous cars, a fleet of six vehicles run on a five-mile urban route around Royal Greenwich's busy streets, giving partners the opportunity to model the complex and busy network, and exposing the vehicle to varied traffic and weather conditions.
- 5.24** New transport services and modes such as Uber have shown that the transport landscape, including opportunities and challenges, can change quickly. Given this uncertainty and the range of potential impacts, it is important for this Transport Strategy to be adaptable, and to support a flexible approach within the borough's transport network, ensuring that the strategy allows benefits to be captured, while avoiding unacceptable outcomes.

Policy 3f – Work with the DfT, TfL, neighbouring boroughs and other stakeholders to support and harness the benefits of new and emerging transport technologies and trends

We will do this by:

- Working with other London boroughs and operators to establish how best to safely deliver an expanded dockless cycle hire network in the borough.
- Developing suitable locations borough-wide which can act as dockless parking bays for shared micro-mobility modes such as dockless bikes and e-bikes.
- Working with stakeholders including regulation bodies such as TfL and the GLA to support new emerging technologies, such as Connected Autonomous Vehicles (CAVs), and other shared, electric or personal modes of transport over the period of this strategy.
- Working with operators, TfL, and the GLA to deliver more opportunities for sustainable cross-river travel.
- Closely monitor the outcomes of the London e-scooter trials including the safety record of e-scooters.
- Working with large employers whose staff rely on cars and support them in the transition to walking, cycling, public transport, electric vehicles, e-bikes and e-cargo bikes.



7. Economic Prosperity for all

Our transport network will support growth and sustainable access to a wide range of services, jobs and opportunities

Our transport network will keep our people moving, enabling people and goods to move efficiently

- 5.1 Economic prosperity is fundamental to making people and places thrive. The Royal Borough wants to maximise economic potential for all people and businesses by developing a transport network that facilitates growth and delivers sustainable access to services, jobs and opportunities.
- 5.2 Transport routes across the borough, whether road, rail or river, are critical for transporting employees, customers and goods to their destinations. In order to harness their potential and drive economic growth, we will need to develop a network that fits with sources of supply and demand, explore sustainable freight solutions, and make effective and efficient use of our streets.

Objective 4.1: Increase accessibility to a range of jobs, services and opportunities

- 5.3 Improving people's ability to access jobs, services and opportunities is key to improving overall quality of life, increasing sustainable journeys, and reducing levels of deprivation and inequality across the borough. Making work, school, shopping and other vital services easier to access for all residents will improve access to employment opportunities and enable more sustainable journeys.
- 5.4 This accessibility across the borough is in part dictated by the extent of the public transport network, and its ability to connect residential areas with places of employment, services and shopping areas. Access to jobs is also reflected in levels of deprivation. It is important to understand how these factors shape the current economic landscape in Royal Greenwich, so that we can develop tailored transport policies to promote growth and support the movement of people and goods alike.
- 5.5 As noted in Chapter 3, public transport accessibility levels (PTALs) vary greatly across the borough (Figure 3.7). In areas of high accessibility such as Woolwich and Eltham, residents are able to access services and opportunities within a greater area without having to use a car. Even if particular services are not located nearby, these residents would still be able to access a range of opportunities across the borough and beyond in a way that is relatively fast and convenient.



5.6 Current patterns of accessibility to a range of essential and desirable services across the borough are demonstrated below in Figure 7.1. There are clear similarities between areas with high PTAL ratings and areas with good access to services. Woolwich, Eltham and Greenwich town continue to top the list of accessibility. This is likely to be the result of a combination of factors, including good public transport and active travel accessibility, as well as the fact that these are ‘town centre’ locations in which services and opportunities are clustered.

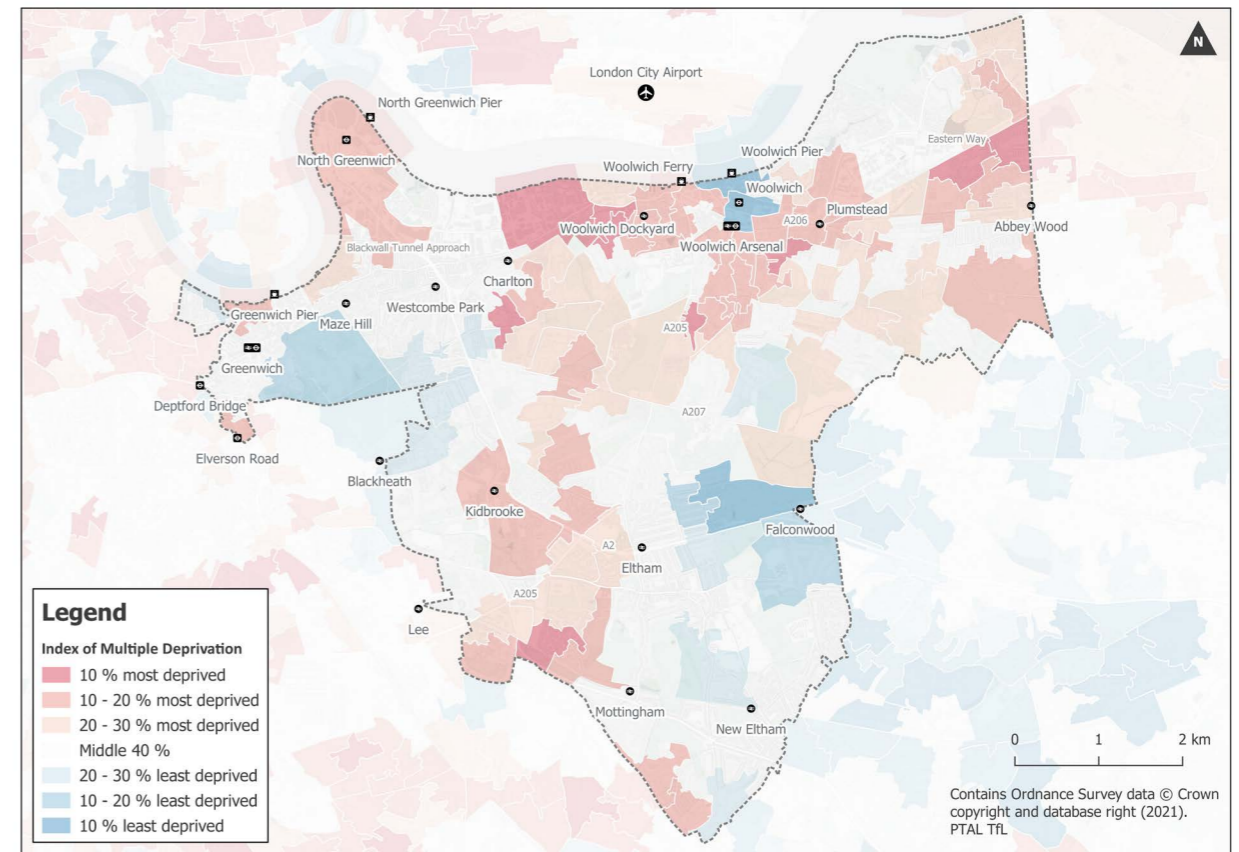
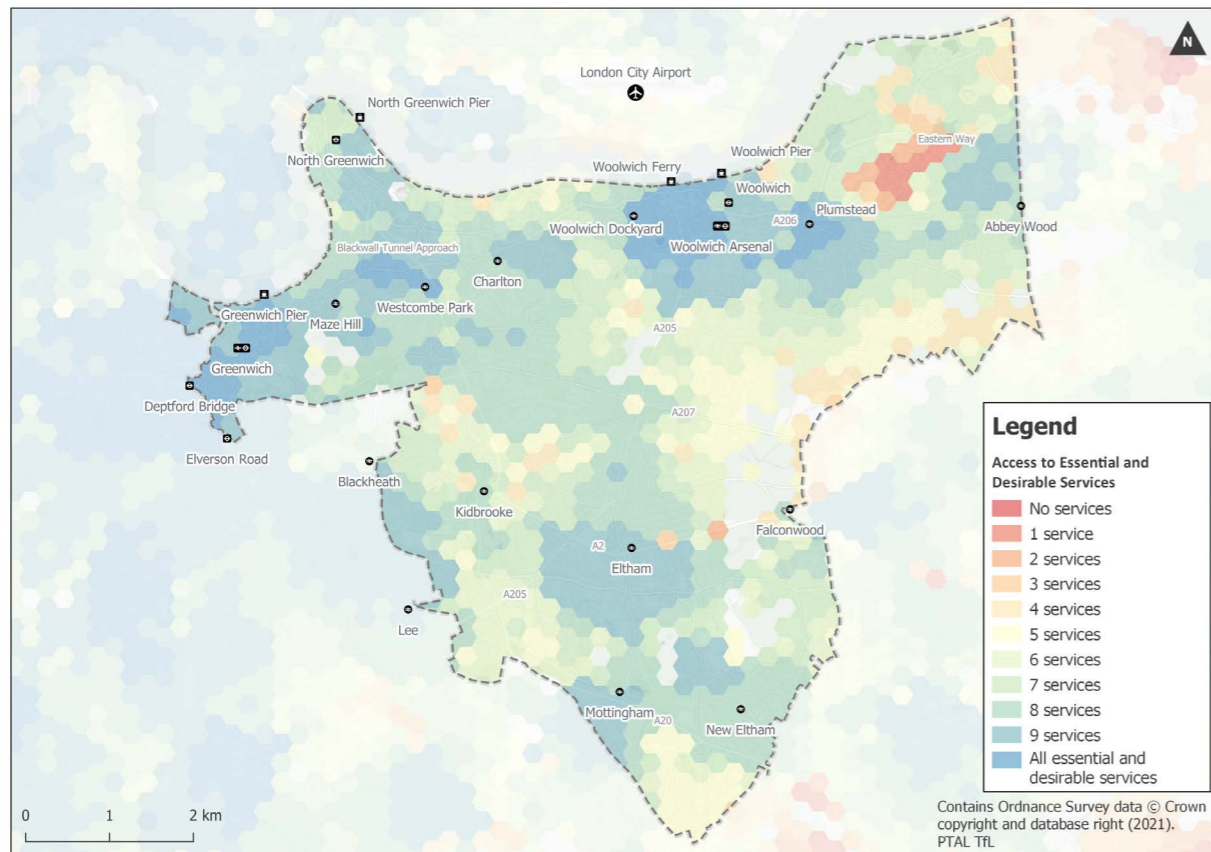
5.7 Areas with poor PTAL levels mirror areas that have poor access to essential and desirable services. Thamesmead, Shooters Hill and the area north of Kidbrooke are locations where residents may struggle the most to access key services. In addition to poor public transport accessibility, the topography (hilliness) around Shooters Hill poses additional challenges for walking and cycling. Deprivation levels across the borough are shown in Figure 7.2 and highlight the most and least deprived areas according to the Index of Multiple Deprivation. It is clear that deprivation does not

always correlate with accessibility to services or PTAL ratings. For examples, the areas around Woolwich Arsenal and Woolwich Dockyard have some of the best access to services and public transport yet fall into the 10-20% most deprived. The greatest opportunities to improve economic prosperity through transport policies lie in those areas where high levels of deprivation, poor access to services and poor PTAL ratings coincide. These include southern Thamesmead, areas north and south of Kidbrooke, as well as the area to the south of Woolwich Dockyard.

5.8 We want to make access to jobs and opportunities easier across all areas of the borough, but also across different times of day. Royal Greenwich’s night-time economy is dynamic and varied. For example, the O2 area and adjacent venues on the Greenwich Peninsula provide a vibrant hub for leisure and recreation, while supporting many night-time jobs. On the other hand, the Greenwich Town Centre Emerging Night-time Strategy has identified the area “losing its sparkle”¹⁵, compounded by closures of local venues as a result of the Covid-19 pandemic.

Figure 7.1 Access to essential and desirable services in the Royal Borough of Greenwich.

Figure 7.2: Index of Multiple Deprivation ratings across the Royal Borough of Greenwich



5.9 The reopening of the night tube Jubilee line station at North Greenwich was a welcome step towards reinvigorating the borough's night-time economy post-Covid. A number of night bus routes also operate across the borough. However, more needs to be done to provide reliable, sustainable and widespread transport accessibility across the borough around the clock. Giving people convenient access to restaurants, bars, clubs and other venues at night will go hand in hand with undergoing a phase of Covid recovery. Moreover, night-time public transport and safe walking and cycling routes also facilitate journeys for the significant and increasing number of people who travel to work outside of 'normal' daytime hours.

Policy 4b: Greenwich's transport network will support the night-time economy.
We will do this by:

- Engaging with relevant businesses to understand existing travel needs and concerns of their night-time employees and identify areas for specific action.
- Improving street lighting across the borough to incentivise active travel after sunset.
- Work with TfL to re-evaluate existing night bus routes to ensure that they serve clusters of night-time economic activity in the borough.

Policy 4a – Greenwich's transport network will help people access jobs, services and opportunities.
We will do this by:

- Ensuring that accessibility to services and opportunities is considered at an early stage of planning for new developments and schemes.
- Engaging with residents in identified target areas to develop schemes that would enable better accessibility to services and opportunities.
- Prioritising areas with low existing public transport and essential service accessibility for future public transport, walking and cycling schemes and service enhancements.



Objective 4.2: Use our streets more efficiently and effectively

5.10 Economic prosperity relies, in large part, on the efficient delivery of essential goods and services. Businesses in all parts of the borough rely on freight and servicing movements for their operations, and freight vehicles can occupy a lot of street space at certain times while delivery and servicing activity takes place. Maximizing economic growth, while meeting climate targets, necessitates making freight operations in the borough efficient, effective and sustainable.

5.11 DfT vehicle counts show how Light Goods Vehicle (LGV) and Heavy Goods Vehicle (HGV)

numbers have changed on the borough's roads since 2010. The number of LGVs on Royal Greenwich's roads increased in the 10 years from 2010 to 2020, bringing increased pressure to street spaces. HGV numbers have not grown over this period and show signs of small decreases in more recent years (but not of a scale that would match the greater increases in LGVs). TfL's London-wide trends over the last decade have identified an overall increase in freight traffic, particularly LGVs.

Figure 7.3: Number of LGV and HGV average count numbers for Royal Greenwich since 2010, and percentage change

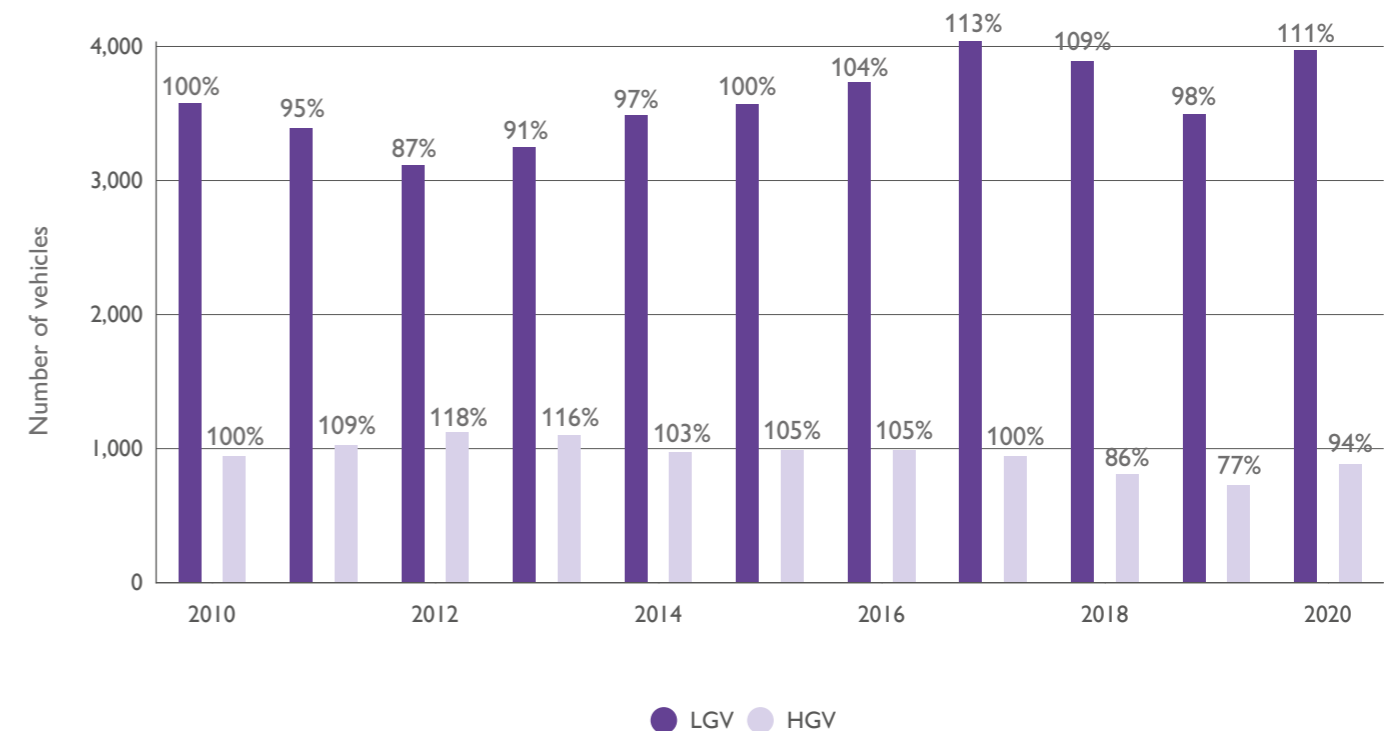
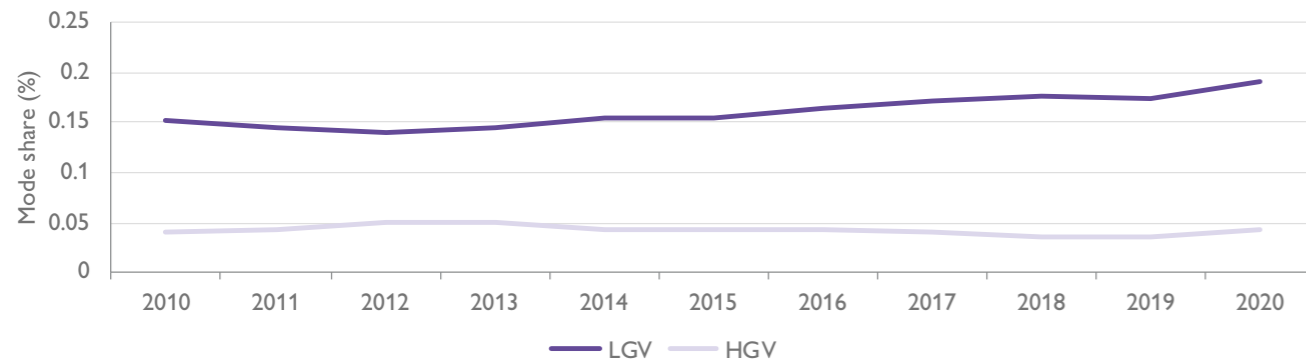


Figure 7.4: Mode share change for LGV and HGV average counts for Greenwich since 2010



- 5.12** In 2020, most LGV movements in the borough were recorded along the A2, A102 and A205 road corridors, with HGVs movements closely mirroring this pattern.
- 5.13** Road freight movements contribute significantly to climate change causing emissions from road transport, making up 30% of road traffic emissions in some London boroughs. Improving freight sustainability is essential not only for decarbonising the economy, but also for improving public health. This is critical for achieving LIP and MTS targets around reducing pollutants from road transport.
- 5.14** The increase in online deliveries and people's expectations for next-day or same-day delivery, spurred on by the Covid-19 pandemic, have led to particularly large increases in the numbers of LGVs, mopeds and other last mile delivery vehicles. This highlights the ever-growing need for the effective management of these freight movements.
- 5.15** There is a growing amount of best practice examples of how to improve the efficiency and sustainability of freight operations, by: introducing innovative approaches to last mile logistic; developing consolidation centres; and investing in river and canal-based freight solutions. The Royal Borough wants to integrate and extend best practice from elsewhere to reimagine the nature of freight movements across the borough.

Policy 4c – We will support sustainable freight, exploring solutions which include more sustainable last mile deliveries, consolidation centres and promoting greater use of the river for freight.

We will do this by:

- Investigating the potential for sustainable last-mile delivery solutions in areas of the borough where they are most applicable, including but not limited to cargo bikes and e-cargo bikes, e-quads and pedestrian-couriers.
- Collaborating with businesses across the borough to consolidate supply chains and establish local consolidation centres to reduce freight vehicle movements and improve efficiency.
- Collaborating with businesses across the borough to consolidate waste management to reduce vehicle movements and/or transfer them to off-peak hours.
- Investigating the feasibility of river freight solutions in the north of the borough and engaging with businesses to understand the potential for developing this as sustainable delivery service.

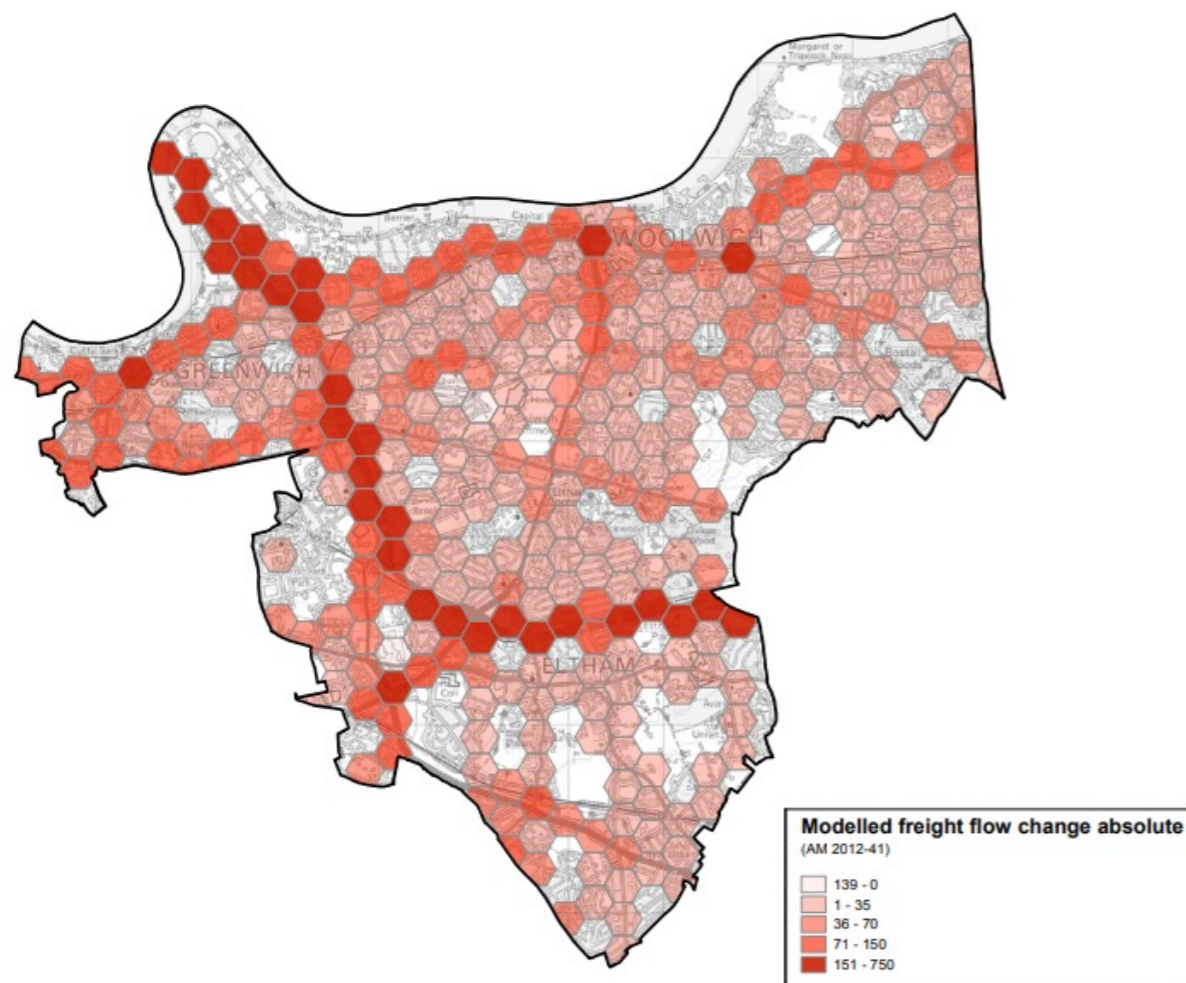
- 5.16** Allocating sufficient priority to road freight vehicles is important for efficient business operations across the borough. However, this prioritisation should be balanced against the needs and demands of other road users, primarily those who seek to walk, cycle or use public transport.
- 5.17** Policy 1.f above sets out a hierarchy for road users, where freight and servicing needs are afforded a high level of priority, after people with mobility issues, pedestrians, cyclists and public transport.
- 5.18** Kerbside space across the borough is becoming increasingly contested, as the pace of growth and development generates additional freight traffic, other movements and other kerbside activity. Penalty Charge Notices (PCNs) issued in Royal Greenwich have increased every year since 2015. While 30,476 PCNs were issued in the 2015-2016 period, this more-than doubled to 66,312 in the 2019-2020 period. This highlights the importance of developing street spaces that can accommodate diverging and (in some cases) competing demands.
- 5.19** The Royal Borough has implemented a number of Controlled Parking Zones (CPZs), where parking is limited to specific times of day. This is a key tool for managing kerbside space and access for different road users at different times of day.
- 5.20** The Royal Borough's Local Implementation Plan presents peak time freight flow change for 2041, showing widespread increases in freight movements across the borough, with particular growth along the A102 and A2 corridors (Figure 7.5). Pursuing planning initiatives and schemes that focus the largest freight trip generators to key corridors will be important for separating competing commercial freight and servicing kerbspace demands from those of residents.

Table 7.1: Hierarchy of road users in Royal Greenwich

1	People with mobility issues (such as Blue Badge holders)
2	Pedestrians
3	Cyclists
4	Public transport
5	Freight and servicing
6	'Shared' transport such as coach, taxi, private hire, car club (and in the future, demand responsive public transport and autonomous vehicles)
7	Other 'essential' kerbside usage in town centre areas (e.g. ambulance bays, EV charging)
8	'Non-essential' local kerbside usage (e.g. local resident parking of private cars in residential areas)
9	Other 'non-essential' kerbside usage (e.g. commuters from outside the local area)

Figure 7.5: Modelled freight flow change (AM 2012-2041)

Source: Royal Borough of Greenwich Local Implementation Plan (2019)



Policy 4d – We will manage our transport network fairly to support businesses in the borough, implement our road user hierarchy and deliver wider transport objectives.

We will do this by:

- Encouraging freight movements to reduce, switch to more sustainable modes and retime where possible, to make businesses operations more efficient while lowering demand on street spaces. This will involve engagement with businesses across the borough.
- Applying the borough's road user hierarchy in the development of future street space management schemes.
- Ensuring that proximity to existing commercial hubs, consolidation centres and freight corridors is given consideration in the development of future commercial areas, to manage and reduce the negative impacts of kerbspace pressure and road freight traffic that may arise from growth.
- Supporting businesses in their transition to more sustainable travel through initiatives which encourage the uptake of cargo-bikes for deliveries.
- Improving data gathering on freight movements in the borough and their impacts on street space to identify potential areas for intervention.

Policy 4e – We will make efficient use of kerbside space in the borough

We will do this by:

- Expanding areas covered by CPZs while improving and standardising their controls.
- Engaging with residents, businesses and street space users at a local level to understand challenges in specific kerbspace demand hotspots, in order to develop solutions that deliver the road user hierarchy.



8. A great place to be

Our transport network will contribute to improving the connectivity, communication, and collaboration of our communities, now and in the future.

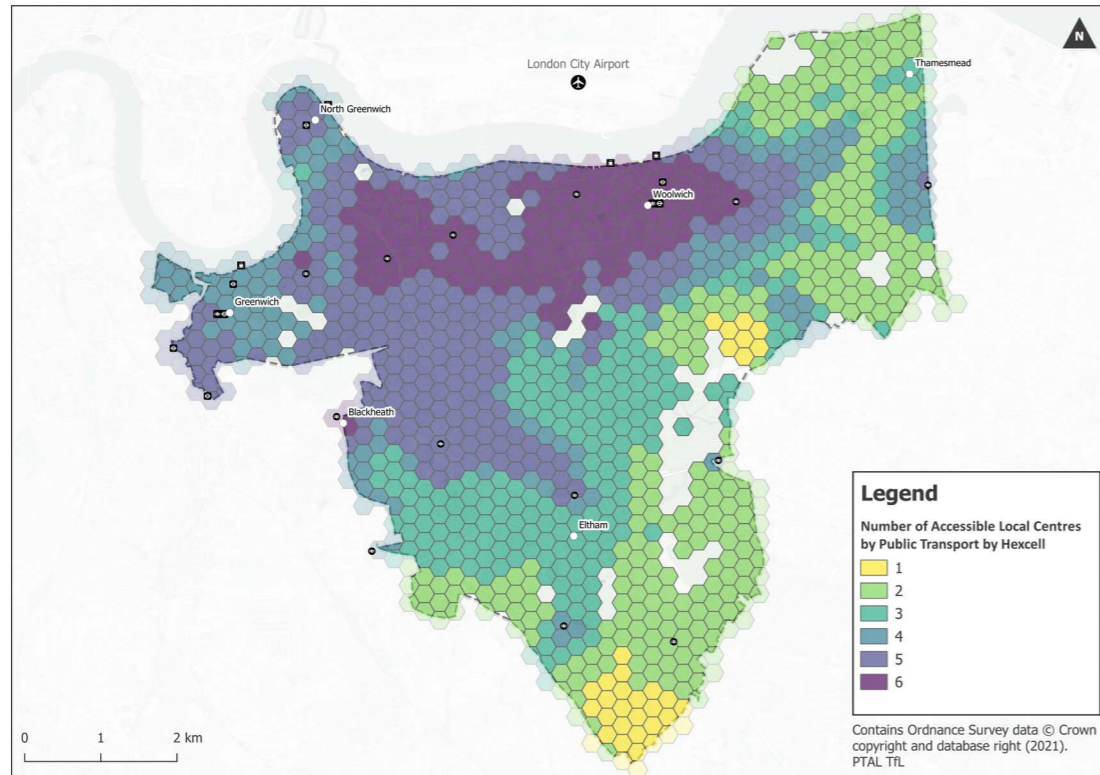
- 5.1** The communities which make up Royal Greenwich are what make us unique. The borough is diverse, from the people that live in it, its location, and what we offer to our visitors. Our people are what make it a great place to be and ensuring that our transport network continues to bring our communities together is key in supporting Royal Borough to grow.
- 5.2** Our transport network can help to bring people together through providing the space for local, everyday gatherings. These range from Play Streets to larger occasions and celebrations in our town centres, parks and tourist attractions. Royal Greenwich is a destination for many, we want to support people in enjoying the borough and its attractions on foot, by bicycle or by public transport.

Objective 5.1: Improve the connectedness and inclusivity of our communities

- 5.3** Transport plays a fundamental role in shaping both quality of life and sense of place within any given location. While many factors undoubtedly contribute to bringing communities together, improving transport in the borough is an important tool for ensuring that Royal Greenwich becomes an even greater place for those who live, work, study and visit the borough.
- 5.4** The benefits of more integrated and accessible transport infrastructure are not limited to just improving interconnectivity but will support in better socio-economic opportunities for our communities as well as social cohesion.
- 5.5** Figure 8.1 and Figure 8.2 show the difference in how accessible parts of the borough are by public transport and by car. The accessibility maps show the borough split into very local areas called hexcells. Travel times for public transport and car journeys have been assessed from each hexcell location in the borough to six of the key local Centres in Royal Greenwich including, Greenwich, North Greenwich, Woolwich, Thamesmead, Blackheath and Eltham. Each hexcell is colour-coded to show how accessible Royal Greenwich's key local centres are (ranked on a 1-6 scale, with 6 being the most accessible and 1 being the least). Each hexcell represents how many of the six assessed local centres can be reached within a 30-minute journey (a 5-minute wait time has been added to the car journeys to factor in car parking time).



Figure 8.1: Public transport accessibility to local centres



5.6 When comparing both maps it highlights how the borough is much more accessible by car than by public transport, with areas served by key east-west public transport connections being the only highly ranked areas of the borough. Improving the connectedness of our borough needs to be done in a sustainable way which supports our overarching aims set out in the Carbon Neutral Plan to reduce car dependency and emissions from transport in the borough.

5.7 Further analysis of the modes used to travel between key locations in Royal Greenwich show the mode of travel used for the trip. Figure 8.3 shows the origins and destinations of journeys

to work within the borough made by active travel (walking and cycling) and the numbers travelling between each origin and destination pair. Figures 8.4 and 8.5 show the same for car and public transport respectively. These figures clearly show a higher prevalence of car journeys in the borough, particularly north-south, with public transport journeys largely undertaken along the east-west corridor in the northern part of the borough. This highlights the scarcity of north-south public transport options and therefore a higher percentage of car journeys spread more widely across the borough.

Figure 8.2: Car accessibility to local centres

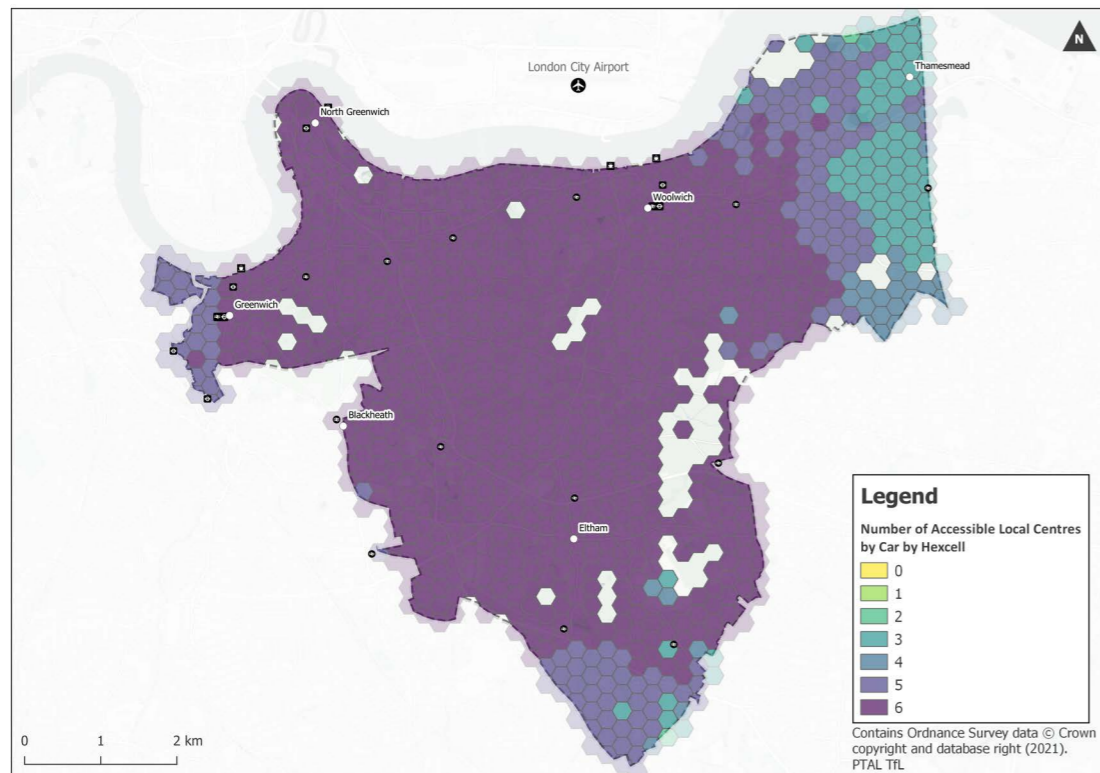


Figure 8.3: Travel to work across the borough by active travel modes

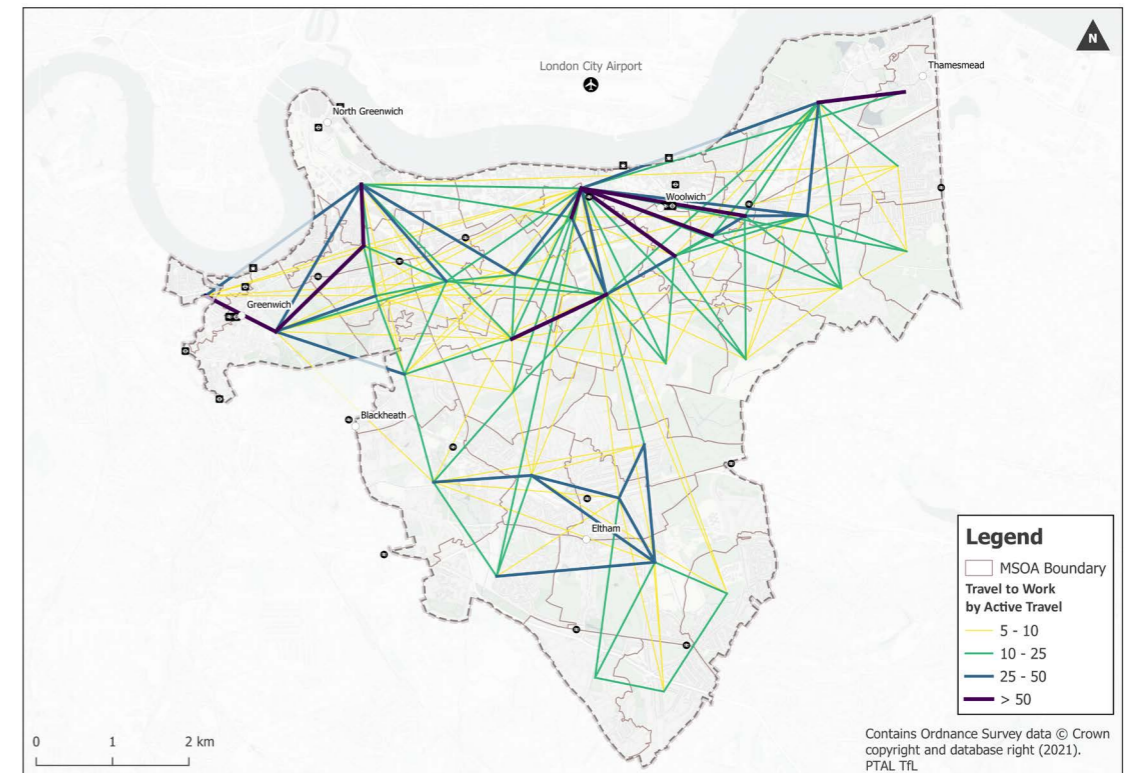


Figure 8.4: Travel to work across the borough by car

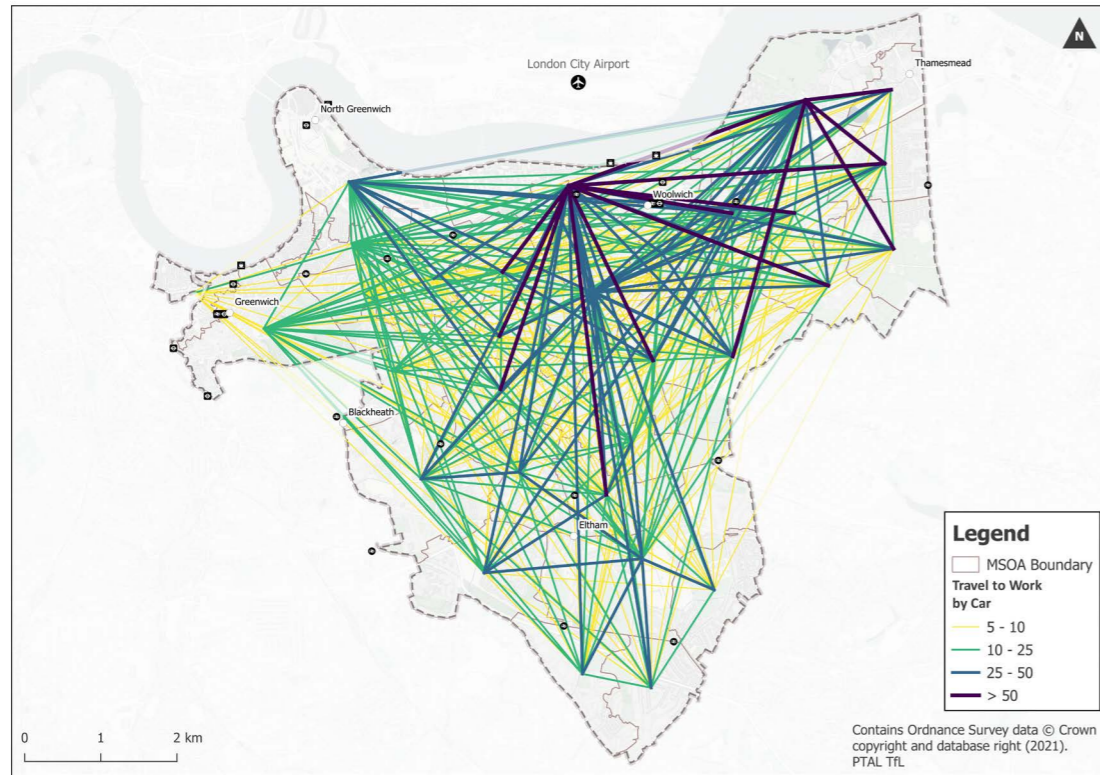
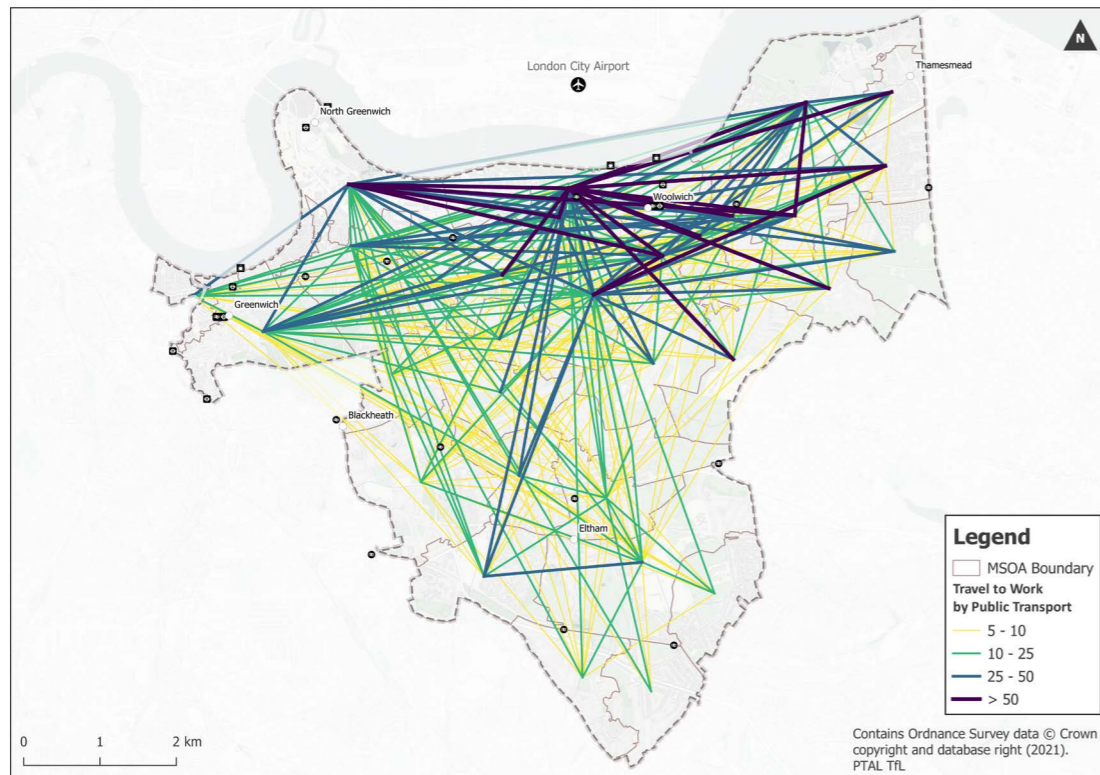


Figure 8.5: Travel to work across the borough by public transport



Policy 5a: Support and deliver development and transport schemes which foster connectivity across the borough in both our existing and future communities

We will do this by:

- Working with Transport for London to support and lobby for public transport improvements across the borough that foster connectivity, particularly north-south connections, and links to Thamesmead and Abbey Wood.
- Prioritising sustainable transport improvements which encourage people to use public transport, and to walk and cycle, particularly in new developments.
- Encourage car-free developments through planning obligations.
- Supporting good growth and development in the borough to provide sustainable transport options for our communities.



Objective 5.2: Create more streets spaces which bring people together

5.8 Play Streets are great tools for building community spirit and bringing people together. Royal Greenwich runs a scheme that encourages residents to apply to convert their local street into a 'Play Street' for a few hours on certain days¹⁶. With council permission and general consensus from neighbours, residents legally close the road to through-traffic, using 'Road Closed' signs and cones. Residents still have vehicle access and can leave their cars parked on the road. Volunteer stewards (usually residents) stand at each end of the street and walk in front of any moving vehicles to keep it safe. The features of Play Streets mean that they are:

- Resident-led and organised
- Short, regular road closures
- Free, child-led play
- All neighbours consulted and included
- Legally and safely closed to through traffic
- Stewarded by volunteers (usually residents)

5.9 Play Streets can encourage outdoor activity for children and adults alike, while helping to reduce air pollution and road collisions. Reclaiming street space from cars aids social cohesion while encouraging people to think about sustainable ways of getting around.

5.10 The delivery and promotion of schemes such as Play Streets by their nature require input and support from the local community. Royal Greenwich will work with our local communities to implement local transport schemes such as Play Streets, low traffic neighbourhoods and traffic management schemes

Policy 5b – Work with our communities and stakeholders to implement traffic management schemes

We will do this by:

- Proactively reaching out to local communities in the early feasibility stages in the development of traffic management schemes.
- Work closely with communities to deliver Play Streets across the borough.
- Develop robust early engagement principles across the Council to ensure schemes including low traffic neighbourhoods are developed in collaboration and with buy-in from local communities.

5.11 We want to create streets which cater for all people and bring people together. We want to have streets across our borough which act as destinations, to do this we will incorporate the principles of the Healthy Streets wheel set out in Figure 8.7.

Policy 5c – Use the Healthy Streets approach to design our streets and support the use of our streets as places to meet and play

We will do this by:

- Developing our Streetscape Guidance and Asset Plan which sets out the way we will deliver street changes while taking into account the Healthy Streets indicators.

Figure 8.7: Healthy Streets indicators

Source: The London Plan 2021.



16 Royal Borough of Greenwich (2022). Play Streets. Giving children the chance to play on their doorstep.

Objective 5.3: Support the visitor economy through improved accessibility to, from and within the borough

5.12 Tourism is a key component of the borough's economy. In 2018, tourism in Royal Greenwich contributed £1.44bn to the local economy and supported over 16,000 full-time jobs, including 11,200 which were supported directly. The value of the borough's visitor economy increased by 31% between 2013 and 2018¹⁷.

5.13 Supporting the tourism sector by providing sustainable and active transport access to key tourist destinations has the potential to increase economic growth, through increased visitor numbers, and better access to jobs. The borough's key tourist destinations include the Meridian Line at the Royal Observatory, Cutty Sark, the National Maritime Museum, the Old Royal Naval College including its Painted Hall, London's cable car, Greenwich Market, Greenwich Park and The O2 Arena.

5.14 The Royal Museums of Greenwich received over 2.7 million visitors in 2019/2020¹⁸, while the O2 Arena saw almost 9 million visitors every year prior to the pandemic¹⁹. In the south of the borough, Charlton House and Eltham Palace are among some of the lesser-known tourist destinations which nevertheless generate trips and support a variety of jobs.

Policy 5d – Support tourism in Royal Greenwich by encouraging travel to our key destinations by walking, cycling and public transport.

We will do this by:

- Working with key tourism destinations in the borough to ensure sufficient visitor cycle parking is available.
- Encourage key tourism destinations to provide sustainable travel guidance on their visitor websites in-line with our road user hierarchy. This should encourage more local visitors to come by active travel and visitors from further to travel via public transport.
- Reviewing our local wayfinding provision to ensure cycle parking, and public transport stops, stations and interchanges are clearly signposted.

Policy 5e – Use the Healthy Streets approach to design our streets and support the use of our streets as places to meet and play

We will do this by:

- Working across the Royal Borough to support planning for major events.
- Ensuring that sustainable and active travel options are prioritised above car travel to and from major events.



¹⁷ Visit Greenwich (2019). Annual Report 2018-19.

¹⁸ Statista (2021). Number of visitors to the Royal Museums Greenwich in London, England from 2011 to 2021

¹⁹ AEG Europe UK Press Office (2022). The O2 Arena.

9. Implementation and decision making

Implementation, Delivery and Monitoring

9.1 This chapter is an overview of delivery timeframes, monitoring indicators to deliver the policies set out in this strategy, and the expected outcomes we expect to deliver as part of the strategy.

A healthier Royal Greenwich



Policy 1a - Ensure our streets and public places are accessible and inclusive	2022-2025	2025-2027	2027-2030	What we will deliver
Ensuring that accessibility and inclusion are considered as standard at an early stage of planning for new developments and schemes.				<ul style="list-style-type: none"> Adopted Streetscape Guidance Action Plan Robust assessment of new developments in relation to accessibility Appropriate engagement strategies for all transport schemes Increased engagement in consultations with the groups described.
Ensuring that we consult and engage with disabled people and other relevant groups during the early stages of planning for new developments and schemes.				
Investigating, through engagement with disabled people and organisations who represent disabled people, the need for borough-specific accessibility design guidelines.				
Developing, applying and promoting the use of Streetscape Guidance (which would sit underneath this strategy) to ensure that we build in equity and accessibility considerations into our street schemes.				
Policy 1b - Create streets and places that encourage people to walk and cycle	2022-2025	2025-2027	2027-2030	What we will deliver
Developing and delivering an Active Travel action plan.				<ul style="list-style-type: none"> Adopted Active Travel Action Plan Increased number of School Streets Higher percentages of children travelling to school by active modes (measured through the TfL STARS programme) Delivery of improved infrastructure and routes for people who cycle Delivery of improved infrastructure and network for pedestrians Increased mode share for walking and cycling across all journeys
Continuing to deliver school streets across the borough				
Delivering high quality cycling infrastructure by prioritising locations with greatest potential across the borough.				
Delivering high quality, pedestrian-friendly pavements, and public spaces which act as destinations across the borough.				
Policy 1c: Promote walking and cycling in the borough, through our health and walking activities	2022-2025	2025-2027	2027-2030	What we will deliver
Developing and delivering an Active Travel action plan.				<ul style="list-style-type: none"> Adopted Active Travel Action Plan Increased mode share for walking and cycling across all journeys Increased engagement and relationships with the partners described Increased number of secured travel plans with large employers
Working across the Council (including with public health and sports) to promote routes on our website and through other existing channels such as GP surgeries, schools, and local community groups.				
Working with big employers in Royal Greenwich to increase the development of travel plans.				

Policy 1d - Increase personal bicycle ownership, and improve the availability of and access to cycle hire in Royal Greenwich	2022-2025	2025-2027	2027-2030	What we will deliver
Working with TfL and other partners to make the case for the expansion of the Santander Cycles network to the borough.				<ul style="list-style-type: none"> Increased availability of bike hire Delivery of programmes and schemes to improve people's everyday access to cycling
Working with dockless bike hire operators, neighbouring boroughs and TfL to expand the availability of dockless cycle hire.				
Exploring the feasibility of low-cost cycle loan and "try before you buy" schemes which can increase cycling uptake in more deprived neighbourhoods				
Policy 1e - Increase the amount of good quality cycle parking in Royal Greenwich	2022-2025	2025-2027	2027-2030	What we will deliver
Working with developers and other stakeholders to ensure new developments provide good levels of on and off-street cycle parking				<ul style="list-style-type: none"> More and better located cycle parking, on and off-street across the borough
Using a prioritised approach deliver good quality on-street cycle parking				
Policy 1f - Use the road user hierarchy set out below to appraise transport schemes in the borough	2022-2025	2025-2027	2027-2030	What we will deliver
Using the road user hierarchy shown in Table 4.2 to appraise transport schemes and prioritise kerbside space for users with greatest need.				<ul style="list-style-type: none"> Delivery of improved infrastructure and networks for people who walk, cycle or use public transport
Developing a Kerbside Management Action Plan building on this policy.				
Policy 1g - Reduce through traffic by delivering schemes which encourage walking and cycling and to discourage driving, such as school streets and Traffic Management schemes	2022-2025	2025-2027	2027-2030	What we will deliver
Developing a prioritisation matrix so we can rank which schools are most in need of school streets.				<ul style="list-style-type: none"> Delivery of School Streets across the borough Delivery of improved infrastructure and routes for people who cycle Delivery of improved infrastructure and network for pedestrians Greater engagement with local communities on these schemes Growing links with schools and their communities
Using an evidence-led approach to identify areas which would most benefit from through-traffic reduction schemes, such as Low Traffic Neighbourhoods, as set out in the Active Travel Action Plan.				
Working with local communities to understand where traffic management schemes and Low Traffic Neighbourhoods could best be delivered across the borough.				
Working closely with schools and their communities to deliver School Streets across the borough.				
Policy 1h - Share the costs of street space fairly in the Royal Borough of Greenwich by exploring schemes such as a workplace parking levy	2022-2025	2025-2027	2027-2030	What we will deliver
Engaging with TfL's work on road user charging.				<ul style="list-style-type: none"> Successful engagement and collaboration on road user charging with TfL contacts Successful engagement and collaboration on road user charging with stakeholders Adopted Kerbside Management Action Plan, helping to set our approach to road user and emission-based charging
Exploring, with residents and our business community, the benefits and feasibility of charging schemes to reduce traffic within the borough.				
Including within our Kerbside Management action plan, by considering measures like emissions-based charging				

Policy 1i - Expand the coverage of Controlled Parking Zones (CPZ's) to the whole borough	2022-2025	2025-2027	2027-2030	What we will deliver
Undertaking parking stress surveys across the borough to better understand where further controls are needed most as a priority.				<ul style="list-style-type: none"> • Parking stress surveys • Adopted Kerbside Management Action Plan • Increased number of CPZs • Reduction in car ownership • Increased proportion of low emission vehicles in the private car fleet across the borough
Making the best use of kerbside space in all our transport work, as set out in the Kerbside Management Action Plan.				
Improving and increasing controls within existing CPZs so they are clear, standardised and consistent borough wide.				
Introducing an accelerated programme of CPZ expansion borough wide, with the intention of borough wide CPZ controls to help control and manage car ownership				
Effectively deliver an expansion in the number of CPZs across the borough, as set out in the Kerbside Management Action Plan, with an overall aim of reducing car ownership and use.				
Progressing an emission-based charging structure to help drive the purchase of low emission vehicles in Royal Greenwich.				

A safer Royal Greenwich

Policy 2a - Reduce all collisions in the borough, and the number of KSIs in line with the Vision Zero ambition	2022-2025	2025-2027	2027-2030	What we will deliver
Adopting and implementing a Vision Zero approach to collisions and levels of KSIs within the borough.				<ul style="list-style-type: none"> • Adopted Road Safety Action Plan • Reduction in KSIs in line with MTS Strategic targets
Developing and implementing a Road Safety Action Plan (RSAP) that is aligned with the MTS' Vision Zero for road danger.				
Policy 2b - Work across the council and with other partners to reduce crime and fear of crime on streets and in public places	2022-2025	2025-2027	2027-2030	What we will deliver
Liaising with community safety groups (e.g. Greenwich Safer Neighbourhoods) to identify ways of improving people's safety when travelling within the borough.				<ul style="list-style-type: none"> • Explore how we understand perceptions of safety across the borough
Policy 2c - Incorporate design measures which improve the safety of streets and public places	2022-2025	2025-2027	2027-2030	What we will deliver
Identifying areas within the borough that have safety and security concerns and consider the need for intervention.				<ul style="list-style-type: none"> • Adopted Streetscape guidance • Identify priority areas • Implementation of learnings of review into future designs
Reviewing industry-leading guidelines on how to improve safety and security through environmental design such as CPTED.				
Developing the Streetscape guidance which details design measures which promote safety				

A cleaner, greener Royal Greenwich

Policy 3a - Reduce harmful emissions from transport in the borough	2022-2025	2025-2027	2027-2030	What we will deliver
Supporting and delivering schemes which promote a radical reduction in private car use, such as segregated cycle lanes, traffic management schemes, school streets, other timed road closure schemes and controlled parking zones.				<ul style="list-style-type: none"> Reduction in car use Delivery of improved infrastructure and routes for people who cycle Delivery of improved infrastructure and network for pedestrians A monitoring approach for transport schemes delivered (to include air quality)
Investigating the benefits of introducing road user charging measures such as a workplace parking levy.				
Using air quality indicators (such PM10 and NOx emission levels) when prioritising the delivery of transport interventions.				
Policy 3b - Accelerate the transition to low and zero emission vehicles	2022-2025	2025-2027	2027-2030	What we will deliver
Developing an Electric Vehicle Strategy / Action Plan				<ul style="list-style-type: none"> Increased number of Electric Vehicle Charging Points A log of assets and possible locations A parking pricing structure for EVs
Working with partners such as TfL, the GLA, GULCS, Energy Savings Trust and charging providers and other stakeholders to accelerate the delivery of EVCPs in the borough.				
Developing an understanding of where assets in the borough are feasible to be used as locations for EVCPs.				
Developing parking provision and pricing which incentivises the uptake of electric vehicles.				
Policy 3c - Transition the Royal Borough's fleet to zero emissions vehicles	2022-2025	2025-2027	2027-2030	What we will deliver
Developing a roadmap for updating the Council fleet to support the ambition in the Carbon Neutral Plan for a fully zero emissions fleet by 2030				<ul style="list-style-type: none"> Adopted roadmap for delivery Increased charging facilities Full transition of Council fleet by 2030
Developing appropriate charging facilities.				
Promoting success of the Royal Borough's own fleet to stakeholders, businesses and partners in the borough				
Policy 3d - Promote the use of car clubs in the borough to support a reduction in car use and ownership and the use of lower emission vehicles when necessary	2022-2025	2025-2027	2027-2030	What we will deliver
Working closely with car club operators to deliver a wider and denser range of services in the borough				<ul style="list-style-type: none"> Better coverage of car clubs available Investigate a permit scrappage scheme
Investigate a permit scrappage scheme, whereby residents are incentivised to give up their car in exchange for car club membership.				

Policy 3e - Build resilience to a changing climate into our transport network	2022-2025	2025-2027	2027-2030	What we will deliver
Working with the London Climate Change Partnership's Transport Adaptation Sector Group to ensure our street network and transport system works during extreme weather events.				<ul style="list-style-type: none"> Continued review of how Royal Greenwich can be proactive in their approach to climate resilience
Working with local NHS, local businesses and communities around messaging on travel, to ensure they reinforce our Transport Strategy and Carbon Neutral				
Policy 3f - Work with the DfT, TfL, neighbouring boroughs and other stakeholders to support and harness the benefits of new and emerging transport technologies and trends	2022-2025	2025-2027	2027-2030	What we will deliver
Working with other London boroughs and operators to establish how best to safely deliver an expanded dockless cycle hire network in the borough.				<ul style="list-style-type: none"> Better access to shared micro-mobility modes, such as dockless bikes and e-bikes, Increased uptake of e-bikes and e-cargo bikes by employers in the borough
Developing suitable locations borough-wide which can act as dockless parking bays for shared micro-mobility modes such as dockless bikes and e-bikes.				
Working with stakeholders including regulation bodies such as TfL and the GLA to support new emerging technologies, such as Connected Autonomous Vehicles (CAVs), and other shared, electric or personal modes of transport over the period of this strategy.				
Working with operators, TfL, and the GLA to deliver more opportunities for sustainable cross-river travel.				
Closely monitor the outcomes of the London e-scooter trials including the safety record of e-scooters.				
Working with large employers whose staff rely on cars and support them in the transition to walking, cycling, public transport, electric vehicles, e-bikes and e-cargo bikes.				

Economic prosperity for all

Policy 4a - Greenwich's transport network will help people access jobs, services and opportunities.	2022-2025	2025-2027	2027-2030	What we will deliver
Ensuring that accessibility to services and opportunities is considered at an early stage of planning for new developments and schemes.				<ul style="list-style-type: none"> Increased access to services by sustainable modes Identifying priority locations for increased transport provision
Engaging with residents in identified target areas to develop schemes that would enable better accessibility to services and opportunities.				
Prioritising areas with low existing public transport and essential service accessibility for future public transport, walking and cycling schemes and service enhancements.				
Policy 4b - Greenwich's transport network will support the night-time economy.	2022-2025	2025-2027	2027-2030	What we will deliver
Engaging with relevant businesses to understand existing travel needs and concerns of their night-time employees and identify areas for specific action.				<ul style="list-style-type: none"> Increased mode share of walking and cycling across all journeys Better street lighting across Royal Greenwich
Improving street lighting across the borough to incentivise active travel after sunset.				
Work with TfL to re-evaluate existing night bus routes to ensure that they serve clusters of night-time economic activity in the borough.				

Policy 4c - We will support sustainable freight, exploring solutions which include more sustainable last mile deliveries, consolidation centres and promoting greater use of the river for freight.	2022-2025	2025-2027	2027-2030	What we will deliver
Investigating the potential for sustainable last-mile delivery solutions in areas of the borough where they are most applicable, including but not limited to cargo bikes and e-cargo bikes, e-quads and pedestrian-couriers.				<ul style="list-style-type: none"> Increased sustainable freight use in Royal Greenwich Reduction in LGVs and HGVs in Royal Greenwich
Collaborating with businesses across the borough to consolidate supply chains and establish local consolidation centres to reduce freight vehicle movements and improve efficiency.				
Collaborating with businesses across the borough to consolidate waste management to reduce vehicle movements and/or transfer them to off-peak hours.				
Investigating the feasibility of river freight solutions in the north of the borough and engaging with businesses to understand the potential for developing this as sustainable delivery service.				
Policy 4d - We will manage our transport network fairly to support businesses in the borough, implement our road user hierarchy and deliver wider transport objectives.	2022-2025	2025-2027	2027-2030	What we will deliver
Encouraging freight movements to reduce, switch to more sustainable modes and retime where possible, to make businesses operations more efficient while lowering demand on street spaces. This will involve engagement with businesses across the borough.				<ul style="list-style-type: none"> Increased sustainable freight use in Royal Greenwich Reduction in LGVs and HGVs in Royal Greenwich More robust data set on freight movements in Royal Greenwich
Applying the borough's road user hierarchy in the development of future street space management schemes.				
Ensuring that proximity to existing commercial hubs, consolidation centres and freight corridors is given consideration in the development of future commercial areas, to manage and reduce the negative impacts of kerbspace pressure and road freight traffic that may arise from growth.				
Supporting businesses in their transition to more sustainable travel through initiatives which encourage the uptake of cargo-bikes for deliveries.				
Improving data gathering on freight movements in the borough and their impacts on street space to identify potential areas for intervention.				
Policy 4e - We will make efficient use of kerbside space in the borough	2022-2025	2025-2027	2027-2030	What we will deliver
Expanding areas covered by CPZs while improving and standardising their controls.				<ul style="list-style-type: none"> All areas of Royal Greenwich covered by appropriate CPZ controls Greater understanding of local kerbside challenges
Engaging with residents, businesses and street space users at a local level to understand challenges in specific kerbspace demand hotspots, in order to develop solutions that deliver the road user hierarchy.				

A great place to be

Policy 5a - Support and deliver development and transport schemes which foster connectivity across the borough in both our existing and future communities	2022-2025	2025-2027	2027-2030	What we will deliver
Working with Transport for London to support and lobby for public transport improvements across the borough that foster connectivity, particularly north-south connections, and links to Thamesmead and Abbey Wood.				<ul style="list-style-type: none"> Increased connectivity by walking, cycling and public transport across Royal Greenwich Develop our approach to encouraging car-free developments
Prioritising sustainable transport improvements which encourage people to use public transport, and to walk and cycle, particularly in new developments.				
Encourage car-free developments through planning obligations				
Supporting good growth and development in the borough to provide sustainable transport options for our communities.				
Policy 5b - Work with our communities and stakeholders to implement traffic management schemes	2022-2025	2025-2027	2027-2030	What we will deliver
Proactively reaching out to local communities in the early feasibility stages in the development of traffic management schemes.				<ul style="list-style-type: none"> An agreed engagement approach for traffic management schemes Increased number of Play Streets
Work closely with communities to deliver Play Streets across the borough.				
Develop robust early engagement principles across the Council to ensure schemes including low traffic neighbourhoods are developed in collaboration and with buy-in from local communities.				
Policy 5c - Use the Healthy Streets approach to design our streets and support the use of our streets as places to meet and play	2022-2025	2025-2027	2027-2030	What we will deliver
Developing our Streetscape Guidance and Asset Plan which sets out the way we will deliver street changes while taking into account the Healthy Streets indicators.				<ul style="list-style-type: none"> Adopted Streetscape Guidance Action Plan
Policy 5d - Support tourism in Royal Greenwich by encouraging travel to our key destinations by walking, cycling and public transport.	2022-2025	2025-2027	2027-2030	What we will deliver
Working with key tourism destinations in the borough to ensure sufficient visitor cycle parking is available.				<ul style="list-style-type: none"> Increased provision of quality cycle parking at tourism destinations in Royal Greenwich Improved wayfinding at key tourist destinations
Encourage key tourism destinations to provide sustainable travel guidance on their visitor websites in-line with our road user hierarchy. This should encourage more local visitors to come by active travel and visitors from further to travel via public transport.				
Reviewing our local wayfinding provision to ensure cycle parking, and public transport stops, stations and interchanges are clearly signposted.				
Policy 5e - Support sustainable and safe travel to major events taking place in Royal Greenwich	2022-2025	2025-2027	2027-2030	What we will deliver
Working across the Royal Borough to support planning for major events.				<ul style="list-style-type: none"> Sustainable travel options promoted for major events in Royal Greenwich
Ensuring that sustainable and active travel options are prioritised above car travel to and from major events.				

How the Transport Strategy will be implemented

9.2 The Transport Strategy contains the Royal Borough's vision, objectives and policies that together set our priorities for and direction on transport; it sets out the approach that we will take on transport matters and the rationale for that approach. The Action Plans and other supporting documentation will describe the actions we will take to implement the objectives and the policies of the Transport Strategy.

9.3 The Action Plans and other supporting documentation will describe specific schemes and programmes that we wish to take forward in order to deliver on the Transport Strategy. Those schemes and programmes of interventions will be subject to appropriate approval and public consultation/engagement processes. Wherever time, resources and the nature of the scheme allows, we will also seek to involve our communities at an early stage of scheme design and take a collaborative approach to designing the intervention.

Continual monitoring

9.4 This Transport Strategy is designed to look forward until 2030, in line with the Carbon Neutral Plan. There are of course uncertainties in that time frame which as a Council we cannot predict. The continued assessment and evaluation of this Transport Strategy and the Action Plans which sit beneath it will ensure that as a borough we are aligning ourselves with the emergence of new technologies which could affect the landscape of transport and growth and changes in government priorities which could affect the pace, scale and nature of our plans.

9.5 A key part of the successful implementation of this Transport Strategy therefore is a continuous monitoring, review and learning process. The evaluation of our success against our TfL strategic targets and our ambitions set out in our Carbon Neutral Plan will help us to describe what success will look like for us in Royal Greenwich.

9.6 Any schemes delivered which sits underneath this Transport Strategy should be delivered with a monitoring strategy built in, this will allow us to robustly assess the success of transport schemes in the borough as well as how they are contributing to the success of our targets and ambitions.

Furthermore, there is scope for greater public involvement in the monitoring of success of the policies within this Strategy. As well as engaging with Councillors as residents' elected representatives, the Council will provide opportunities for residents to provide their feedback and insight on transport in the borough where possible.

Adoption of the Transport Strategy

9.7 This draft version of the Transport Strategy has been approved by the Royal Borough of Greenwich for public consultation. During the public consultation we will be seeking the views of Royal Greenwich residents and other stakeholders on the objectives and policies set out in this draft. Once the public consultation period closes, we will review the feedback received and decide how that feedback should be reflected in a revised draft of the Transport Strategy to be considered for adoption. Once adopted it will play a central role in guiding the Royal Borough's transport priorities, activities and decision-making.

Equalities Impact Assessment

9.8 This draft Transport Strategy has been drafted with due consideration of equalities. We will use views from the public during the consultation period to further inform the Transport Strategy and a full evidenced based Equalities Impact Assessment (EqIA) will be published alongside the Transport Strategy when it is adopted in the Autumn.

Keeping the Transport Strategy up to date

9.9 The Transport Strategy is an important document in terms of setting priorities for and future direction on transport for Royal Greenwich. It has been compiled in 2022, and looks forward to the year 2030, as our Carbon Neutral Plan does. This Transport Strategy therefore reflects the evidence and our priorities as we see them now, though we have been attentive to the need for the Strategy to be flexible and adaptable to different trends and circumstances that will come to bear over its lifespan.

9.10 We will undertake a formal review of this Transport Strategy in three years' time, in 2025. The review will identify areas where the evidence and/or our priorities have changed significantly, and we will have the opportunity to update or change our objectives and policies accordingly.

9.11 There may be some limited circumstances which might necessitate an earlier review of the Transport Strategy, before 2025. These could include:

- data/evidence which shows that we are significantly off-track in achieving our objectives and vision;
- data/evidence which shows that we are significantly ahead on our

plans and have already achieved our objectives and vision; or

- a significant change in the type and scale of transport challenges faces within Royal Greenwich, to which the Transport Strategy needs to respond.

Decision making

9.12 This Transport Strategy provides strategic direction on transport issues in Royal Greenwich until 2030. All transport schemes delivered during that time will all be striving to achieve the visions, objectives and policies set out in this Transport Strategy.

9.13 Transport schemes will be consulted on in order for our elected members to make decisions on whether to take schemes forward. Decisions on this will be made through assessing:

- Evidence on the indicators as to why a scheme is needed
- How the scheme fits in achieving our vision and objectives
- How residents, stakeholders and other consultees feel about a scheme

9.14 In order to make our schemes as evidence based and robust as possible, we will:

- Work across the Council to develop tailored and robust engagement and communications plans for each scheme which is consulted on.
- Develop robust evidence based EqIAs where appropriate for scheme we propose.
- Develop a monitoring plan where appropriate for schemes we proposed, which includes 'before' and 'after' data to be assessed as part of our monitoring.




ROYAL borough of
GREENWICH

Transport

The Woolwich Centre
35 Wellington Street
London
SE18 6QH