

## **Appendix 1**

### **Vision Statement**

Working with residents and businesses to improve the look and feel of our streets to create vibrant neighbourhoods, that are safer and promote walking, cycling and the use of public transport.

### **Key Objectives**

- Improve the look and feel of public spaces
- Improve the environment to encourage more walking and cycling
- Significantly reduce non-residential through traffic on local residential streets

### **Key Benefits**

- A greener, more attractive, safer place with new public spaces and more street planting
- Less congestion and rat running on local roads which will improve air quality
- The improved environment will help increase cycling and walking among residents as they become more attractive alternatives and more active travel will improve the health and fitness of residents
- Increase in footfall in areas creating a boost for businesses in our shopping and market areas.

### **Outcomes**

- Reduce through traffic in residential areas – measure with traffic surveys
- Residents enjoy their environment more – perception surveys before and after project delivery
- More residents cycling to work, school and for leisure; Annual residents survey
- More cycle parking, EV charging points and street trees – actual numbers.
- Improve road safety – Less collisions measured by Police / TfL ACCSTATS data and improved perception of safety
- More School Streets, Play Streets and Car Free Day events.
- Contribute to improved air quality