



**London  
Streets**

# ***Mobility Management in the Build-up to the London Olympic and Paralympic Games***

**Adrian Bell**  
**Transport for London**  
**Cycling, Walking & Accessibility**

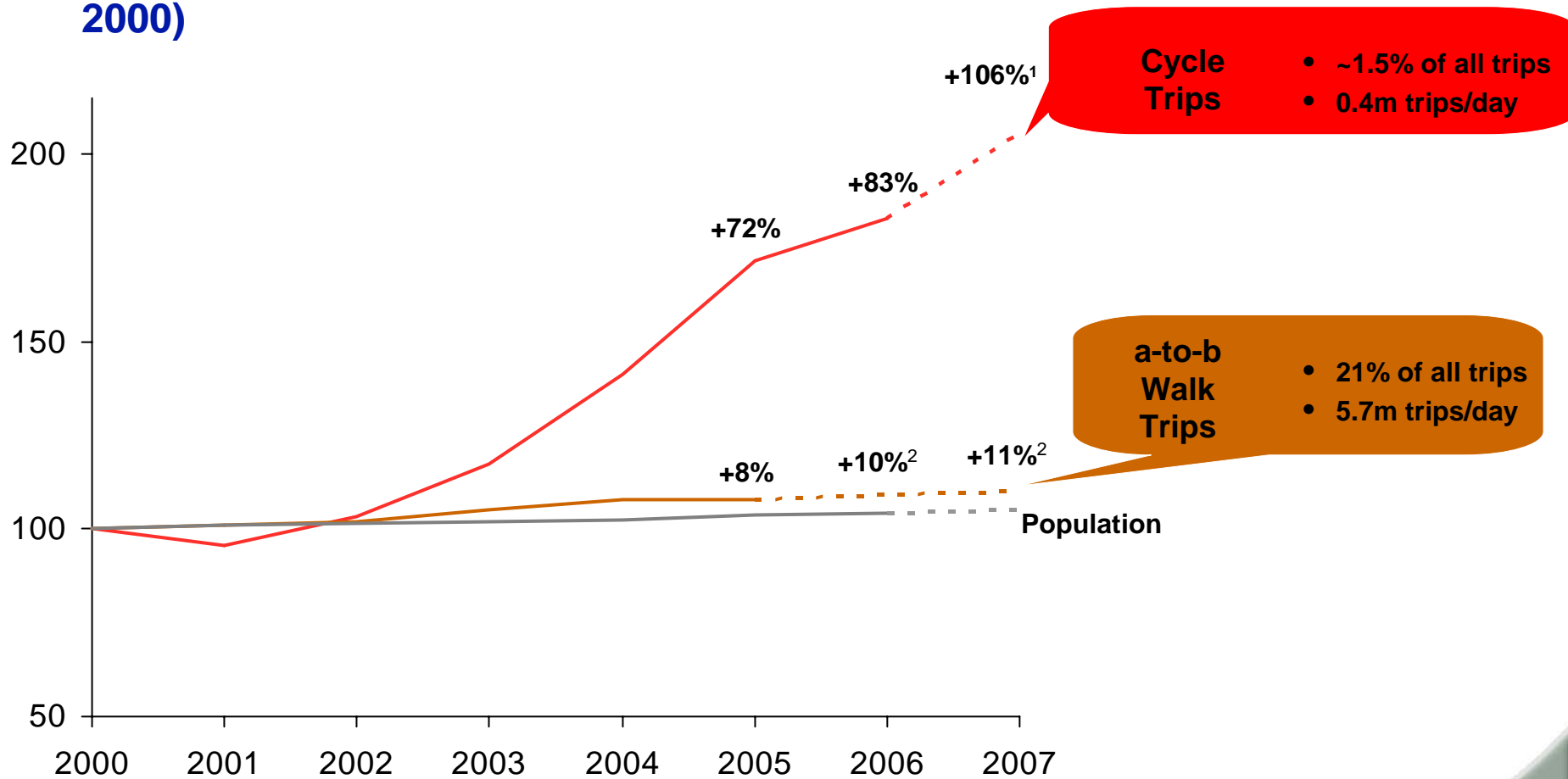


# Walking and Cycling in London

- **London is breaking the UK mould**
- **Major existing programmes such as London Cycle Network + and Legible London**
- **Future strategy places non-motorised travel at heart of transport resilience needed to meet population and employment growth demands**
- **TfL Travel Demand Management providing umbrella behavioural change programme**
- **Boroughs and NGOs working together with TfL**



## Growth in cycle trips on TfL strategic roads and walk trips in London (indexed to year 2000)



# Travel Demand Management

- **World's largest programme**
- **All schools to have travel plans in 2008**
- **Business to business travel plan network for workplaces**
- **Personalised travel planning programme**
- ***Smarter Travel Sutton* borough-wide experiment**



# London 2012

- Games described as largest peacetime logistics operation a country can undertake
- Olympics
  - 10,700 athletes from 200 countries in 26 sports
  - 16 days of competition attracting 7.7m visitors
- Paralympics
  - 4,200 athletes from 160 countries in 20 sports
  - 11 days of competition attracting 1.5 m visitors
- Supporting programme of cultural events
- Budget set at £9.2bn (~13bn€)



# 2012 Transport Objectives

- 6<sup>th</sup> July 2005 IOC awarded 2012 Games to London
- Successful London bid committed to:
  1. *Provide safe, secure, inclusive, fast and reliable transport to the Olympic Family and Paralympic Family client groups;*
  2. *Provide frequent, reliable, friendly, inclusive, accessible, environmentally-friendly and simple transport for spectators and visitors from all around the UK and overseas;*
  3. *Leave a positive legacy and facilitate the regeneration of east London;*
  4. *Keep London and the rest of the UK moving during the Games and thus make it a positive experience to host the Games; and*
  5. *Achieve maximum value for money for every pound spent on transport*
- No spectator or visitor will access the Games by car



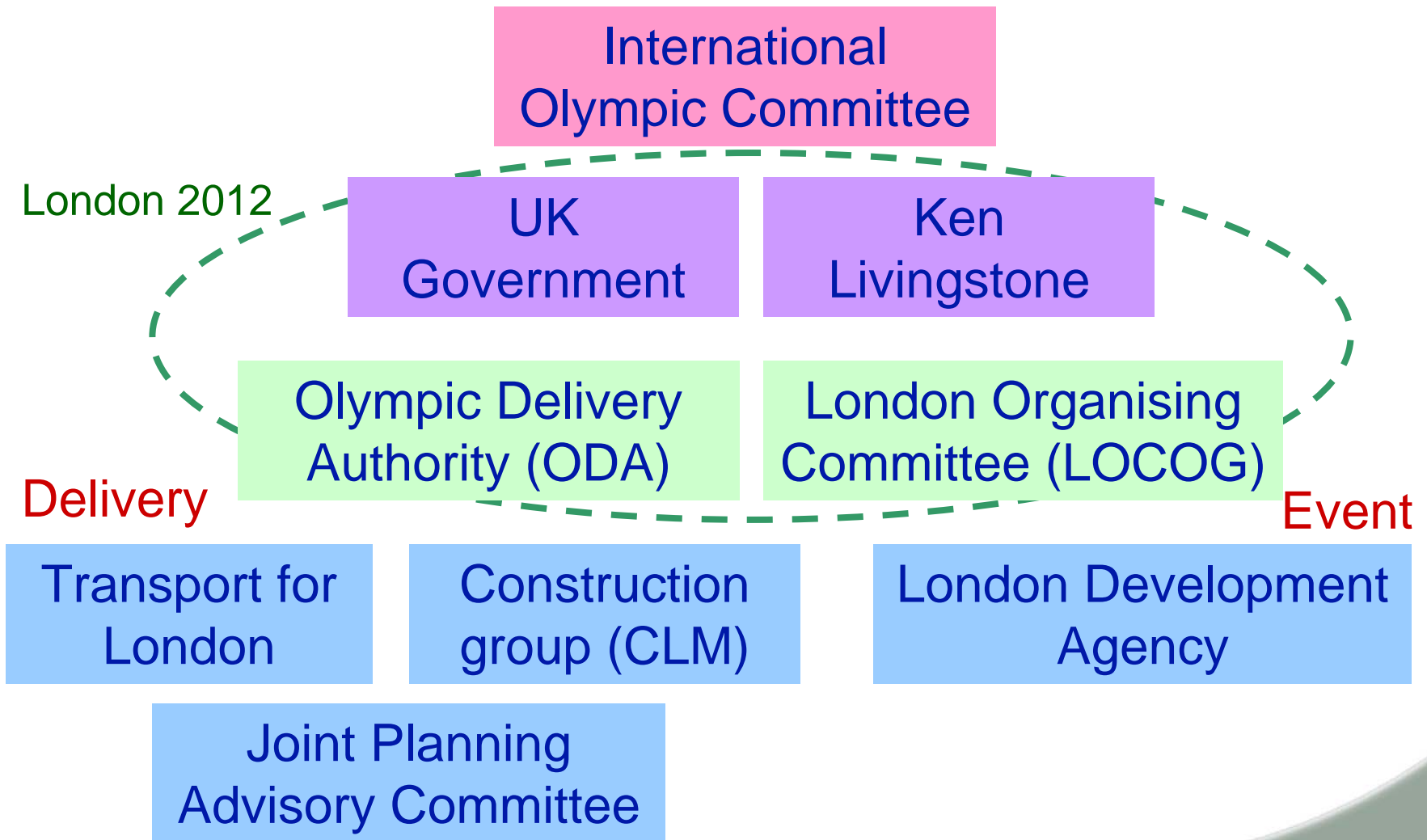
# Transport Projects

- **Javelin rail link – St Pancras International to Stratford Regional**
- **Underground, DLR, bus services with travelcard linked to venue tickets**
- **Olympic Road Network (Olympic family only) and traffic management systems (ITS)**
- **Park and Ride shuttles**
- **Walking and cycling routes**






# Governance (Simplified)



# ODA 2012 Games Travel Demand Management Options

Trip Groups	Olympic Family / VIPs	Workforce	Spectators	Background Demand
	Journey times	Workforce Shuttles	Olympic Park	TLRN / Highways - Capacity Vs Demand
	ORN		Local / Regional Park & Ride	Public Transport - Capacity Vs Demand
			PT – Spread Load	Trip Purpose: Leisure, Shopping, Entertainment, Business, Education
			Remote Venues	
		Active Spectator Programme (ASP)		
	Origin of trip	Overseas	London / UK	London / UK / Overseas
Need for TDM Consumer Information	1	2	3	4
ODA Category	4	3	2	1

L E G A C Y

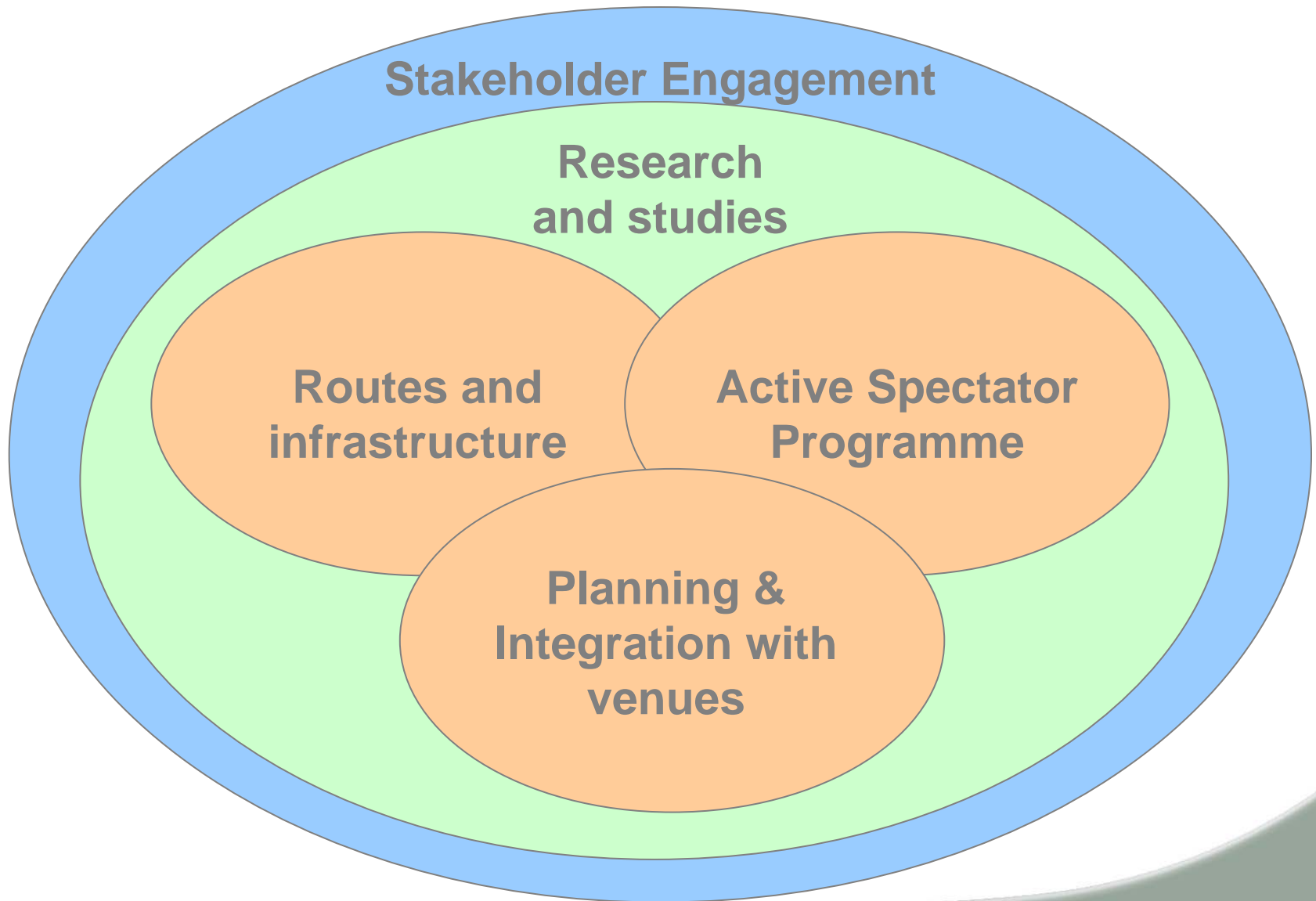


# **Walking, Cycling & the Games**

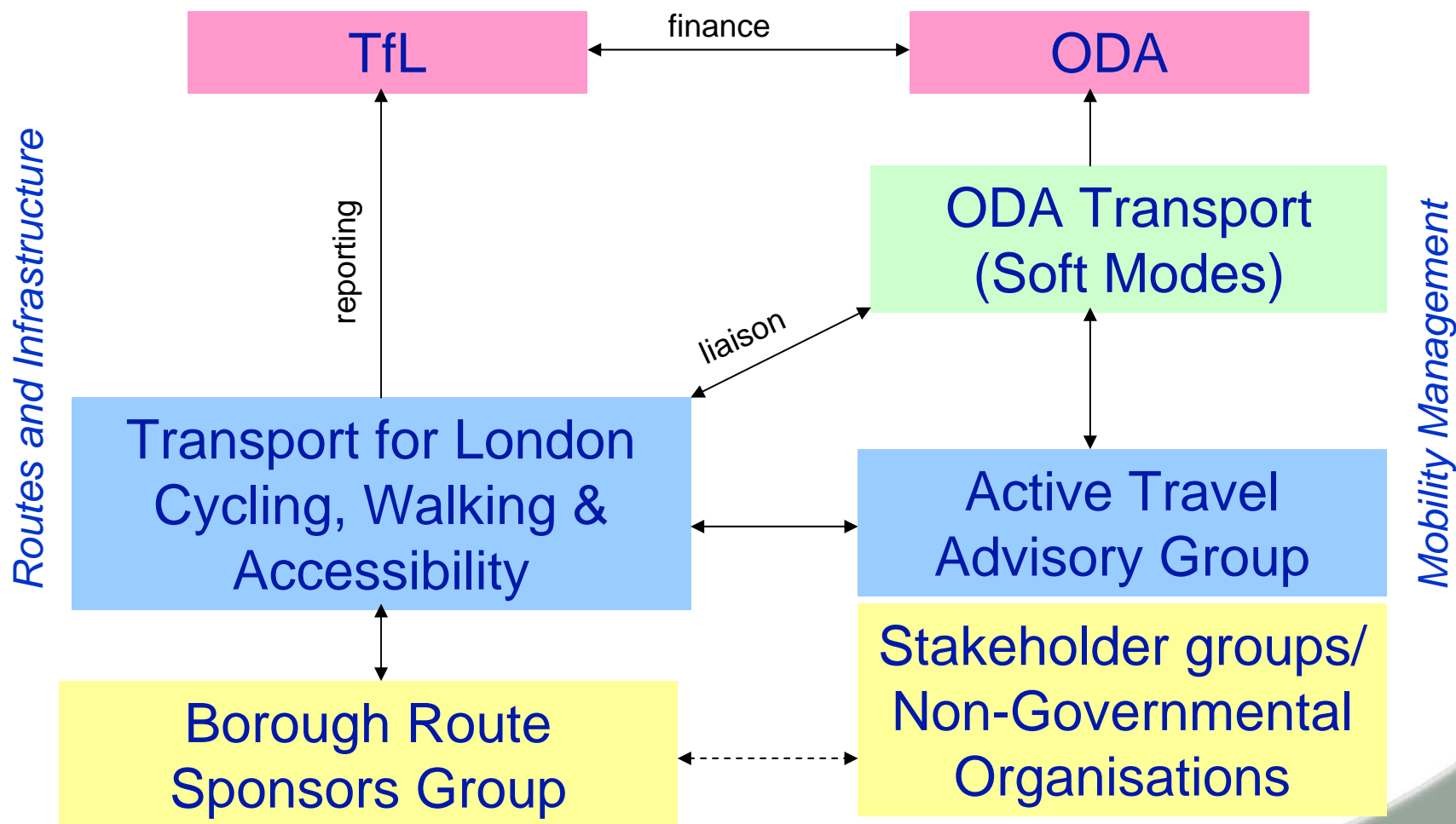
- **£10m budget for walking and cycling schemes (2012 prices)**
- **Bid commitment to 50km of cycling routes and 30km of walking routes**
- **Supporting 'Active Spectator Programme'**
- **Integration with venues and other developments**



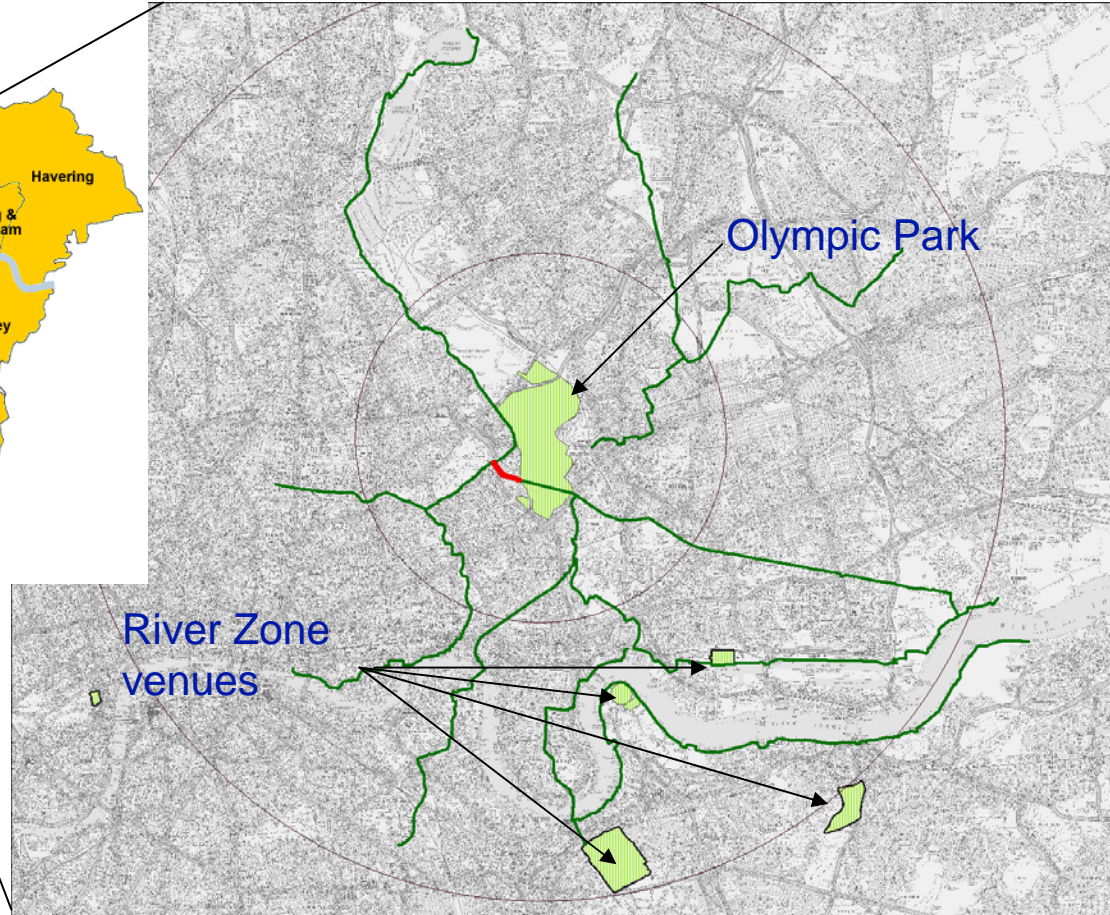
# Approach to Cycling and Walking



# Cycling and Walking Governance



# Routes



# Active Spectator Programme

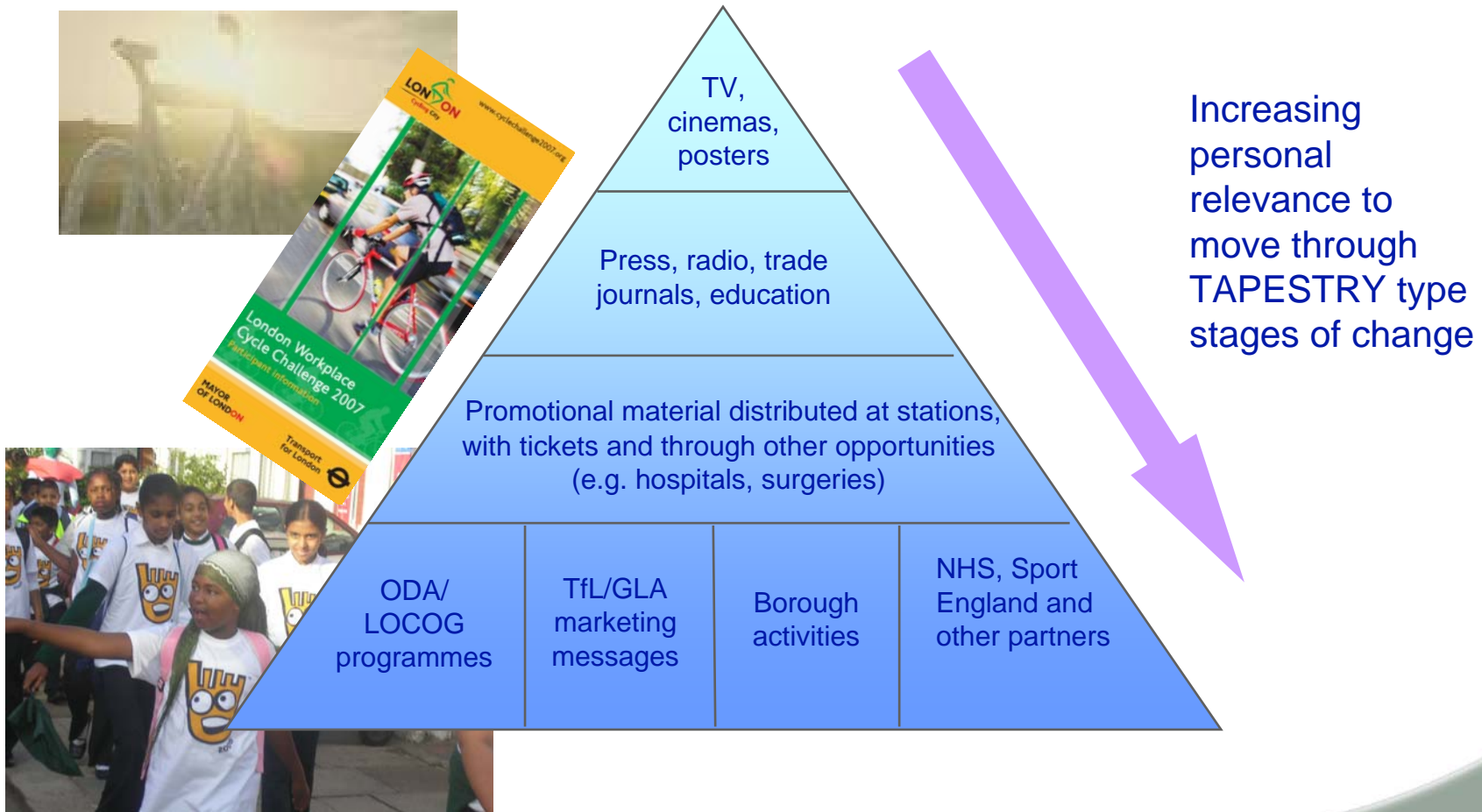
*An 'Olympic active spectator programme' will promote non-car travel alternatives, encouraging spectators to walk or cycle to venues, and will include the use of bike pools and provision of secure cycle storage facilities – London 2012 Bid Document*

- **Scope: visitors, existing communities (background demand) and workforce**
- **Builds on TfL and London programmes up to 2012**





# ASP messages need to be given at many levels and with various partners to be effective





# Possible ASP Actions

- **Promotional campaign** – *UK awareness*
- **Ticketing strategy** – *UK & international enabling*
- **Travel plans** – *community, legacy venues and contractors*
- **Cycle hire** – *spectators (sponsorship options)*
- **Guided rides and walks** – *community and spectators*
- **Active travel hospitality** – *spectator facilities*
- **Traffic management** – *traffic-free zones Games and legacy*



**It can be done**



# **1. 2007 Tour de France Grand Depart**

- **Around 3m spectators in London and Kent**
- **8% share for cycling to the London events**
- **Guided-rides for up to 2,000**
- **5,000 temporary cycle parking places**
- **Workplace Challenge promotion**
- **Schools information and local events**



## **2. 2006 World Cup in Germany**

- **Mit dem Rad et Ball! - cycling promotion**
- **Ideas for spectators, organisers and venues**
- **Temporary cycle parking**
- **Route planning and information for cyclists**
- **Estimate of World Cup inducing 30m extra cycle trips (to stadia, bars, friends etc)**



### **3. Manchester Commonwealth Games 2002**

- **20:80 private/public transport modal split achieved (target 50:50)**
- **4% mode share for cycle and walking with little promotion**
- **Installation of temporary cycle racks at each of the main event venues**
- **9,000 park and walk spaces were identified approximately one mile from the main stadium**
- **New signs and information including Games Radio**



# Progress and Issues

- **Need for collaboration on integrated delivery of mobility management objectives across agencies and supported by stakeholders**
- **Other than existing programmes (TfL) no funding is identified for ASP. Budget is a highly political issue**
- **Sponsorship is possible but relies on use of Olympic brand to be effective. This is a highly regulated commercial issue**
- **TfL have a longer-term vision (2025) and with the boroughs, face the legacy issues. ODA have an event focus. There is a tension over perspectives**
- **TfL would welcome interest from partners to develop an expertise in event-based mobility management including knowledge sharing, original research and pilot projects**

