

APPENDIX A

Name of Project: Zero Tolerance at Zig Zags

Award Categories Entered: Most Innovative Transport Project of the Year

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Department: Transport and Projects
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1. Who are we? (Max. 700 characters including spaces)

We are the Road Safety & School Travel and Parking Services teams, working within Residents Services at the London Borough of Hillingdon. Putting our residents first, we work together in partnership to improve safety outside schools and enforce parking regulations. The Road Safety & School Travel Team works with schools to improve safety and promote active travel for the home to school journey, whilst Parking Services manages on and off street parking across Hillingdon to reduce congestion and improve journey time reliability.

2. Project / Initiative or Service Overview (Max. 2500 characters including spaces)

Zero Tolerance at Zig Zags

In May 2016 the London Borough of Hillingdon agreed 'Zero Tolerance at Zig Zags' to improve safety outside schools, becoming the first Council to introduce unattended CCTV enforcement for School Keep Clear restrictions at schools across the Borough. This followed the successful trial use of a similar system in 2015 in one road to enforce weight restrictions, that reduced the number of HGVs using the road and proved to be more accurate and cost effective than an attended CCTV system.

The Council carried out a tendering exercise for bids (both hire and purchase options) for the provision and maintenance of an unattended CCTV enforcement system for 5 years with the option of a 2 year contract extension. It also required

bidders to include prices for the supply and installation of extra units during the contract. Only one bid included a hire option.

The successful bidder was APCOA Parking (UK) Ltd - for the supply and installation of the CCTV enforcement system at 70 sites covering 124 School Keep Clear markings in time for the next academic year. The contract capital costs were approximately £1,700k - met by capital release from the CCTV Enforcement capital budget.

Each installation was site-specific with equipment dependent on the number and type of School Keep Clear markings. Many use one pole with a single dome camera, one fixed camera fitted each side of the pole facing the markings and a processing unit to transmit data to a central point. When the fixed cameras identify an infringement a signal is sent to the dome camera which records contraventions using Automatic Number Plate Recognition (ANPR) technology and high definition video imagery. This evidence is later reviewed by trained staff so that a Penalty Charge Notice can be issued to the registered keeper of an offending vehicle.

Legislation does not permit traffic regulations, including School Keep Clear markings, to apply just during term time. Whilst there was an option for daytime restrictions (Monday to Friday am and pm) to apply only, for example, from 2nd January to 25th July and 1st September to 20th December, excluding bank holidays, the Council took the decision that enforcement would continue during school holiday periods, since it is an offence to park on the zig zags at any time.

3. Key Results / Outcomes / Performance

NB: Written as text as opposed to e.g. tabular / graphical

**Comparison to previous years or national / regional average encouraged
(Max. 2000 characters including spaces)**

In the year to 31 August 2016, parking attendants issued 140 Penalty Charge Notices (PCNs) to drivers parking on School Keep Clear markings across Hillingdon. In the following year (1 September 2016 to 31 August 2017) the number of PCNs issued using the unattended CCTV enforcement system increased to 5004.

In line with legislation, each incident is reviewed by trained staff before a PCN is issued, to ensure that an offence has been committed - to date more than 75% of all PCNs issued have been paid. The three schools with the greatest number of tickets issued (September 2016 to April 2018) are an independent nursery (399), an independent secondary school (377) and a faith school (362), probably reflecting significantly wider catchment areas and hence greater car use on the school run.

The data suggests there is an increasing level of compliance over time as drivers become used to rigorous enforcement. In the same periods (September to April) in 2017 and 2018 there were 3382 and 2747 PCNs issued respectively - a fall of almost 20%. At some specific sites the reduction has been much more - some schools show a 70% drop in PCNs issued.

This pattern, however, is not consistent as some sites show an increase in numbers, as the system is monitored and adjusted to ensure full coverage of the School Keep Clear markings. The data also helps the Council identify sites where access arrangements may have changed, as schools develop, expand or merge with others - a period of three consecutive months with zero PCNs issued is usually a good sign!

The scheme is particularly popular with the Borough's 21 School Crossing Patrollers as the CCTV enforcement helps keep the zig zags clear, improving visibility and safety for them and the pupils. The next step for the Road safety team is to analyse PCN data alongside school travel surveys and data collected about active journeys to school to see if 'Zero Tolerance at Zig Zags' is leading to more walking and cycling trips.

Name of Project: Barbara Martin, School Crossing Patroller

Award Categories Entered: Frontline Employee of the Year

Title: Mrs
First Name: Lisa
Surname: Mayo
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Department: Transport and Projects
Job Title: Road Safety and School Travel Manager
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1. Who are we? (Max. 700 characters)

We are the Road Safety and School Travel Team, providing education, training and publicity to all residents in Hillingdon. The team currently totals at 45 employees including officers, pedestrian trainers, cycle instructors and School Crossing Patrollers, who work together to provide an exceptional and invaluable service in Hillingdon.

We currently employ 23 School Crossing Patrol Officers outside or near 23 different sites in the Borough.

2. Project / Initiative or Service Overview (Max. 2500 characters)

Originally employed by the Metropolitan Police, School Crossing Patrol Officers were introduced to enable policemen, who had previously supervised safer school crossings, time to perform their other duties.

Mrs Barbara Martin started as a School Crossing Patroller on 27th January 1975 on Field End Road outside Field End Infant and Junior Schools, when a member of staff from the school encouraged her to apply - she was already working at the school part time. After Barbara was successfully offered the post, she said her plan was only to stay as a lollipop lady until her youngest child left the school.

An outstanding 43 years later, Mrs Martin remains in post and has helped generations of families cross the road to school. She is not only a highly valued

member of staff but also cherished in the local community, possibly even a Hillingdon landmark!

For more than a quarter of a century Barbara operated at the site with no extra safety precautions other than her lollipop and uniform. In 2004 a zebra crossing was installed to further improve safety for the children and parents she was assisting, since then other improvements have been made, including extension of the crossing lines, warning lights, road signs and School Keep Clear markings, enhanced with the Borough's 'Zero Tolerance at Zig Zags' introducing an unattended CCTV enforcement system for 124 School Keep Clear markings across Hillingdon.

Hillingdon recently celebrated the 'Lollipopers' at

3. Key Results / Outcomes / Performance

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In the year 2000, the responsibility for managing School Crossing Patrollers passed from the Metropolitan Police to London Boroughs and the legal requirement to provide 'lollipop people' was removed. Over time with the financial difficulties imposed on Local Authorities many Councils have sacrificed these posts to make necessary savings.

Amongst other negatives, short hours and aggressive behaviour from motorists make posts difficult to fill - in some London Boroughs as many as 50% of posts are vacant. Hillingdon however has continued to support our SCP's and maintain current sites by always attempting to recruit to absent positions.

We currently have 85% of sites covered during the academic year and anticipate filling the remaining vacancies by the end of this academic year 2018/19..

Our current SCP's are encouraged to contact the team with any concerns or suggestions they may have to better improve the service - they can often be the eyes and ears of their local community and regularly inform us when issues arise that may otherwise go unnoticed, such as overhanging greenery covering road signs, broken warning lights, worn road markings etc.

Name of Project: Hillingdon Cycle Initiatives

Award Categories Entered: Excellence in Cycling and Walking

Title: Mrs

First Name: Lisa

Surname: Mayo

Local Authority / Organisation: London Borough of Hillingdon

Department: Transport and Projects

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1. Who are we? (Max. 700 characters)

The Road Safety and School Travel Team provide Education, Training and Publicity to all residents in Hillingdon. The team currently totals at 45 employees including officers, pedestrian trainers, cycle instructors and school crossing patrol officers all of which work together to provide an exceptional and invaluable service in Hillingdon. We currently have 18 in house cycle instructors who deliver a number of different projects borough wide. The team and programme continues to grow and develop, ultimately increasing numbers of residents trained and educated in a number of cycling initiatives. The London Borough of Hillingdon has been providing Cycle Training free of charge for over 12 years and in this time the service has been widely recognised and desired by not only schools, but to adults and families alike.

2. Project / Initiative or Service Overview (Max. 2500 characters)

Bikeability - Levels 1, 2 and 3 Bikeability Training is delivered in primary and secondary schools borough wide. Each level is designed to improve cycling skills, no matter what is known already. Levels take trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads. Hillingdon adopted Bikeability in 2006 replacing the well known 'Cycling Proficiency Test'. Six qualified Cycle Instructors were to deliver sessions to as many 10/11 year olds as they could. In 2010 a new booking system and course set up was introduced. This change saw a rise in interest from the schools. By the end of 2010 the team had increased to 12 instructors and bikeability courses were running almost weekly. In early 2010 a new booking system and course set up was introduced and this change saw a rise in interest from the schools. By the end of 2010 the team had increased to 12 instructors and bikeability courses were running almost weekly. To date the team has now risen to 18 with 6 more posts currently to recruit. Bikeability has at least one

course if not two running every week of the school term, school holidays and weekends.

Hillingdon offers up to 4 hours Adult Cycle Training to all residents in Hillingdon 16+. The lessons are tailored to each individual need - whether they are a complete beginner or looking to regain some confidence.

The team regularly provides pop up Dr Bike maintenance in different locations across the borough. Residents can bring along their bikes to these locations for a free service, minor repairs and basic replacements. Advice is given on how to keep your bike 'healthy'.

Guided rides are free and designed to allow participants to ride at their own pace increasing heart rates and improving overall well being. A range of rides are offered to get everyone involved including medium, long and family rides.

Hillingdon designed a specific module to assist GCSE pupils complete and pass their Cycling GCSE exam. As far as we are aware no other borough has done this. (Supporting documents attached)

As a result Hillingdon's cycling initiatives have and will continue to grow and develop. The team regularly meets to discuss new initiatives and how we can further encourage cycling to a nation of drivers. We take great pride in making a difference in the safety of our residents and children, and we hope to continue to increase the numbers as the years go on.

Key Results / Outcomes / Performance NB: Written as text as opposed to e.g. tabular / graphical. Comparison to previous years or national / regional average encouraged (Max. 2000 characters)

In 2007, 353 children were trained in Level 1 and 2 compared with 1172 children trained in 2017. This is a 232% increase in pupils trained.

Adult Cycle Training was outsourced from 2009 to 2011, however due to the growing numbers of internal cycle instructors it was decided to bring the training in house. In 2009 170 lessons were given to adults 16+ in Hillingdon ranging from complete beginners to competent cyclists. In 2018 to date around 348 lessons have been delivered. This is 104% in Adult Cycle Training in 9 years.

Dr Bike was introduced in 2016 when pop ups were readily available for residents to bring their bikes along for a service in one location in the borough. The initiative fast gained publicity and more locations have been added with 1280 bikes being service in the past year alone.

It was found that instructors were spending time during Level 1 bikeability training fixing bikes before the child could begin the course, it was decided to add Dr Bike as part of the Bikeability package to enable more time training. Since February 2016, 2206 children's bikes have been serviced to ensure they are roadworthy and safe to ride.

Between 2015 and 2017 we had a total of 980 people join us on one of our guided rides, this is an average of 7 people per ride. In 2018 the programme goes from strength to strength we recently had 16 people take part in a family guided ride from Highgrove Leisure pool with the youngest participant being 7 years old.

Other initiatives

- Our annual cycle promotional event 'Bikespiration' is in its 6th year with more cycle shops and clubs coming on board than in previous years.
- We have a 1,135 followers on our Explore Hillingdon Facebook Page.
<https://www.facebook.com/explorehillington/>
- Encouragement of cycling through the Travel Planning process and working with businesses, a couple of examples are the Polish Bakery having a 15% increase in cycling and Gate Gourmet having a 5% increase in cycling.
- Hillingdon's abandoned bike policy came into effect in November 2016, we have removed 40 bikes to date and donated to Recycle a Bike.
- Met Police won 'Most Amount of Bikes Marked' at the 2017 Cycle Crime Awards - this scheme was a partnership initiative alongside Hillingdon ensuring that all bikes sold in the borough were recorded, marked and registered. A total of 2696 bikes were marked in 2016/17

Name of Project: Practical Pedestrian Training

Award Categories Entered: Excellence in Cycling and Walking

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1. Who are we? (Max. 700 characters)

The Road Safety and School Travel Team provide Education, Training and Publicity to all residents in Hillingdon. The team currently totals at 45 employees including officers, pedestrian trainers, cycle instructors and school crossing patrol officers all of which work together to provide an exceptional and invaluable service in Hillingdon. We currently have 6 members of the team providing Practical Pedestrian Training to all primary aged children in a various amount of schools. The team and programme continues to grow and develop, ultimately increasing numbers of children trained. The London Borough of Hillingdon has been providing Practical Pedestrian Training free of charge for over 10 years and in this time the service has been widely recognised and desired by not only schools, but also nurseries, scouts, brownies and children's centres.

2. Project / Initiative or Service Overview (Max. 2500 characters)

Practical Pedestrian Training began in 2008. Whilst still being able to perform their other duties, just two Road Safety Officers were to execute the training to as many Year 3 children as they could. It became quite apparent that the training was in high demand but the team did not have the resources to offer it to every school throughout the year. The decision was made to recruit a small team of 3 people to deliver the training in the officers place, enabling them to continue with their other commitments. In 2010, for the first time, Practical Pedestrian Training was offered to every Year 3 class in the borough. The popularity grew and an increased number of schools were signing up to the scheme, many also requesting for other year groups to benefit from the training. Soon enough, the scheme had been implemented in more schools than ever before and to a number of different ages. Sessions were adapted and indoor training was introduced. In 2014, 3 more trainers were recruited

to meet the demand totalling the team to 6. Today the organisation not only is greatly valued by many members of the community including parents and teachers, it is training more children than ever imagined. The scheme continues to improve and develop alongside the latest challenges of a modern day road user.

Hillingdon's Practical Pedestrian Training is a scheme for children which develops their awareness of the road and provides the basis for lifelong skills. They are taught the basic ability to identify safe places to cross and how to do it in an acceptable and intact manner. Children are made aware of distractions we face in the modern day world and how it can affect their judgment. Throughout the training children will be practically learning how to put their new skills and knowledge into practice.

Nursery to Year 1

The 40 minute indoor programme is based around the solution of learning through play which has been identified as the most effective solution for children of this age. The interactive session focuses on teaching the Green Cross Code through rhyme, how to behave near roads and to always hold an adults hand. All children are encouraged to participate in the practical training by dressing up as one of the many elements that they may come across in real life including; traffic, crossings, school crossing patrol officers and physical examples of the Green Cross Code itself.

Years 2 to 6

Training sessions for these year groups starts off with a 15 minute talk in a classroom environment. This allows us to discuss the Green Cross Code, safer crossings, safer cycling and travelling safely in vehicles. The training then moves outside where the trainers will have identified and risk assessed an appropriate road to conduct the practical training. The trainers will break down each part of the Green Cross code and highlight any hazards as they demonstrate the safest way to cross the road. Pupils will learn how to cross safely whether crossing in a clear space, between parked cars or over driveways. Year 6 pupils will be encouraged to make the decisions themselves whilst analysing possible hazards during a walk.

Moving On is a relatively new initiative delivered to Year 6 pupils assisting them with their new journeys to secondary school. Walking is a heavily discussed subject as pupils walking to school increases as they move on to secondary education. The initiative encourages good pedestrian behaviour, which bad habits to break and new habits they may develop as they get older. The project involves route planning and focuses on safe places to cross during their journey. Route planning is encouraged to continue with the parents at home, so the safety message continues through different routes.

Key Results / Outcomes / Performance NB: Written as text as opposed to e.g. tabular / graphical. Comparison to previous years or national / regional average encouraged (Max. 2000 characters)

In 2013/14, Hillingdon trained 5310 children in both KS1&2. In 2017/2018 so far, the borough has trained 10,200 pupils ranging from 3 to 11 years old. This identifies a 92% increase in 5 years.

Annually the team visits around 76% of infant, junior and primary schools in the borough up from 30% in 2013/14.

The borough highly encourages schools to sign up to WoW (Walk Once a Week) WoW is a nationally run scheme that encourages children to walk to school as much as they can, Pupils record how they get to school on the WOW Travel Tracker and those who walk at least once per week for a month are rewarded with a themed badge.

Since September 2017:

- A total of 110,905 individual trips have been recorded
- 97,121 of those trips were classed as active travel (ie non-car)
- Therefore 87.57% of all recorded trips were active trips

As part of Walk to School Month in October, the team held a competition whereby infant school children were asked to draw a picture to correspond with the road safety message through a story. The book: Grace and Snugglefluff was created and copies are handed out free of charge to all KS1 classes who take up the training, this allows pupils to continue the learning after the trainers have left. To date over 150 copies have been distributed to schools and a copy was sent to every Nursery in Hillingdon. A letter was addressed to the staff explaining the nature and importance of road safety and how the book would assist them in teaching the children lifelong skills. The distribution saw a rise in nursery bookings for Indoor Pedestrian Training. Over the last two years, the team has developed the training further to suit the younger age groups that are now so keen to have an involvement in the scheme. As a result Hillingdon's walking initiatives have and will continue to grow and develop. The team regularly meets to discuss new initiatives and how we can further encourage walking to a nation of drivers. We take great pride in making a difference in the safety of our residents and children, and we hope to continue to increase the numbers as the years go on.

Name of Project: Zero Tolerance at Zig Zags

Award Categories Entered: Excellence in Technology

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2. Project / Initiative or Service Overview (Max. 2500 characters including spaces)

Zero Tolerance at Zig Zags

In 2016 Hillingdon Council chose to implement 'Zero Tolerance at Zig Zags', improving safety outside schools, using a CCTV enforcement system for more than 120 School Keep Clear parking restrictions. This came on the back of a successful unattended CCTV enforcement trial for weight restrictions on one road, which greatly reduced HGV numbers using the road, and was more accurate and cost effective than an attended CCTV system.

In carrying out the procurement, the Council invited bids for the provision and maintenance of an unattended and automated CCTV enforcement system - a 5 year contract with the option of a 2 year extension - with prices for the supply and installation of extra units as required during the contract period.

APCOA Parking (UK) Ltd won the contract to supply, install and maintain the CCTV enforcement system. Every site required individual consideration to ensure that the number and type of equipment provided met the site's specific needs. Each installation usually has one dome camera (360 degree view), at least one fixed camera and a processing unit to transmit data to a central point. The fixed camera/s identify an event, triggering the dome camera which records the event using high definition video imagery and Automatic Number Plate Recognition (ANPR) technology.

Using the latest wireless CCTV cameras, equipped with 3G or 4G cellular technology, the footage is sent to a control centre where contraventions are reviewed by trained staff so that a Penalty Charge Notice (PCN) can be issued to the registered keeper of an offending vehicle. The system has saved Civil Enforcement Officer time, enabled many more PCNs to be issued and improved compliance at many schools. The contract capital costs were approximately £1,700k - met by capital release from the CCTV Enforcement capital budget.

Legislation does not permit traffic regulations, including School Keep Clear markings, to apply only during term time. Whilst there was an option for daytime restrictions (Monday to Friday am and pm) to for specific periods - e.g, from 2nd January to 25th July and 1st September to 20th December, excluding bank holidays - the Council took the decision that enforcement would continue during school holiday periods, since it is an offence to park on the zig zags at any time.

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The data suggests there is an increasing level of compliance over time as drivers become used to rigorous enforcement. In the same periods (September to April) in 2017 and 2018 there were 3382 and 2747 PCNs issued respectively - a fall of almost 20%. At some specific sites the reduction has been much more - some schools show a 70% drop in PCNs issued.

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The scheme is particularly popular with the Borough's 21 School Crossing Patrollers as the CCTV enforcement helps keep the zig zags clear, improving visibility and safety for them and the pupils. The next step for the Road safety team is to analyse PCN data alongside school travel surveys and data collected about active journeys to school to see if 'Zero Tolerance at Zig Zags' is leading to more walking and cycling trips.