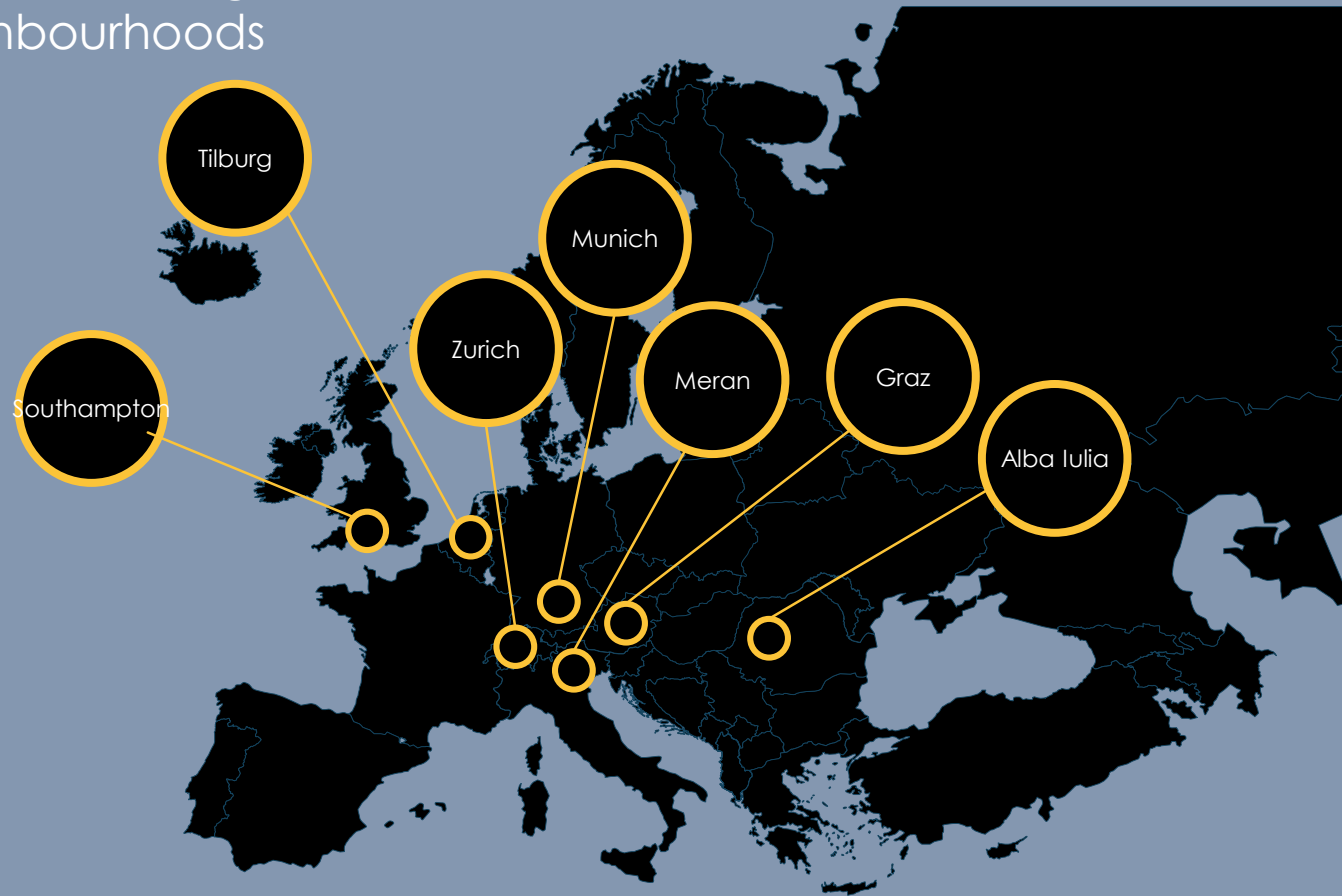


The Metamorphosis Project

Aim: Develop and implement bottom-up measures working with children to achieve lasting behavioral change to create child-friendlier neighbourhoods



2018: 7,6 Bn

2050: 9,8 Bn



2018: 55%

2050: 68%



More kids grow
up between
cars



The ongoing **consequence** of this **rapid urbanisation** for **children** will be a significant **issue** that city planners and urban designers, will need to address
(UNICEF, 2012 & Malone, 2017)



Metamorphosis in Southampton



Sholing Child-Friendly Streets



Community Street closures



Lets Ride Southampton pop ups

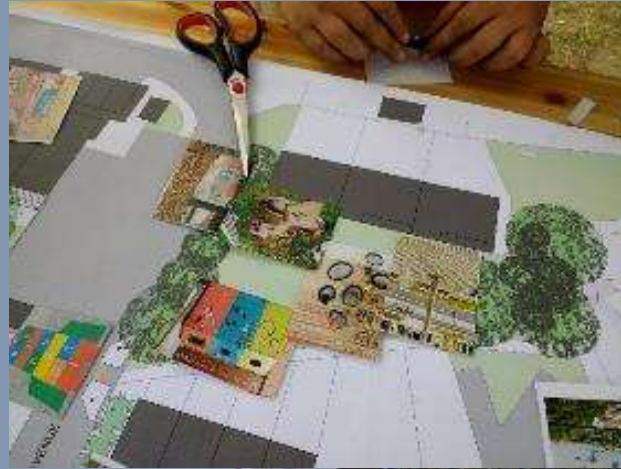


School Streets

Sholing Child-Friendly Streets

Aim

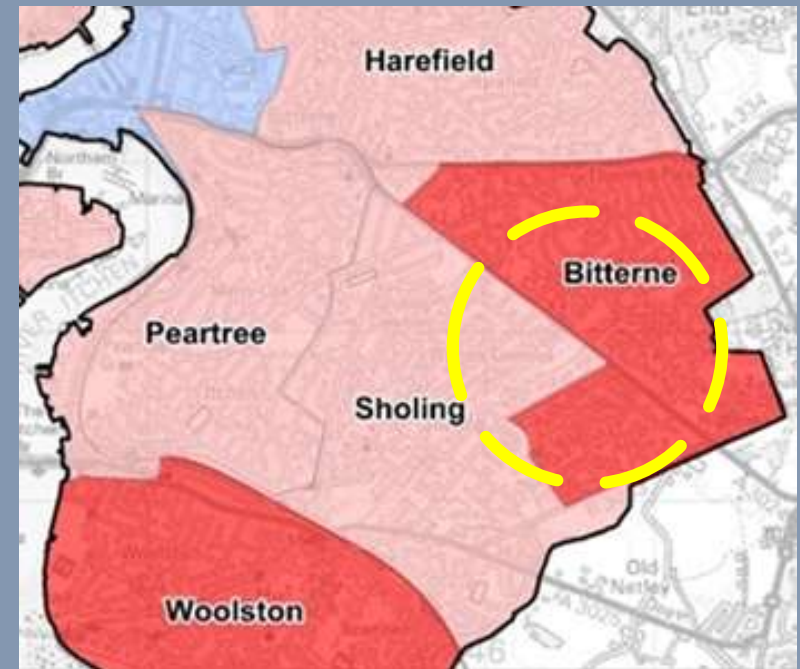
- Encourage higher levels of social interaction and active travel
- Engage residents in a participatory design process
- Trial ideas through workshops and street closures
- Evaluate the impact of new approach



Location

Bitterne ward

- ▶ **23% of Year 6 children obese**
 - ▶ 22% city average
- ▶ **36% of children living in poverty**
 - ▶ 23% avg
- ▶ **32% eligible for Free School Meals**
 - ▶ 19% avg



Southampton Ward Profiles 2018

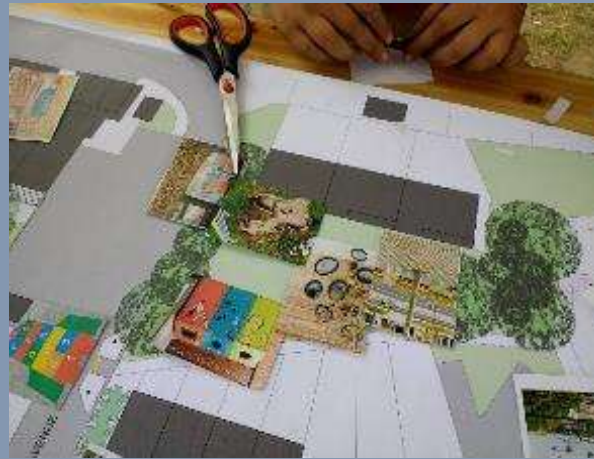
<http://www.publichealth.southampton.gov.uk/atlas/2018instantatlasgw3/atlas.html>

Sholing Child-Friendly Streets

Workshops

Two Types:

- ▶ Awareness raising and issues prioritisation with school and community
- ▶ Designing Safer Streets - structured session to design interventions



Sholing Child-Friendly Streets

Community Consultation & street trial

- ▶ Temporary “Street Party” closure .
- ▶ Proposed design trialled and voted on
- ▶ Activities run in collaboration with the school and Monty’s
- ▶ Street kit left on site



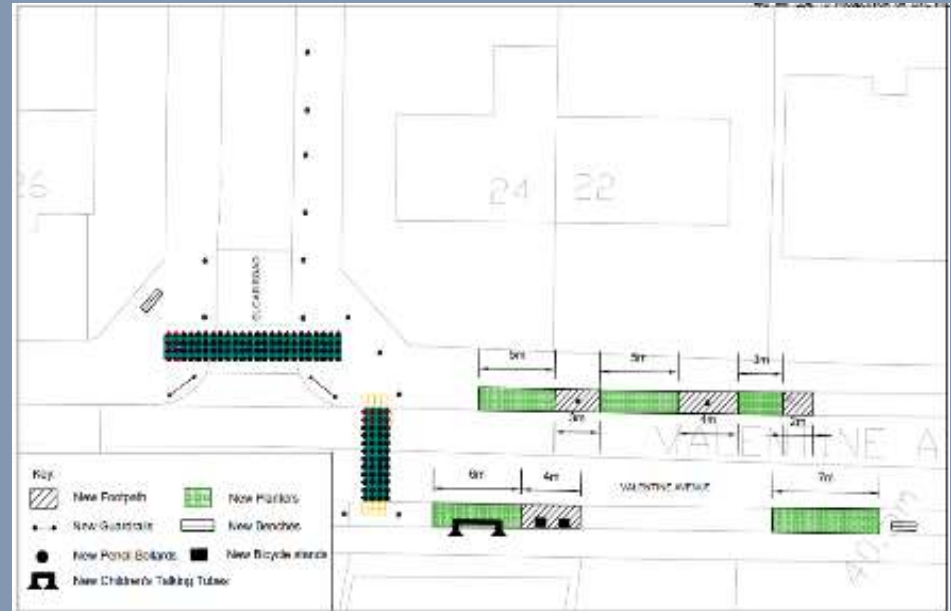
Sholing Child-Friendly Streets

Final designs & delivery

Trials ensure community buy-in

Simple permanent interventions installed

- ▶ Thermoplastics
- ▶ Planters
- ▶ Play equipment



Sholing Child-Friendly Streets

Monitoring and Evaluation

Travel Tracker

- Active travel: 54% walk; 5% cycle; 4% scooter, 20% Park & Stride 11% car

Traffic Counts

		2016			2017			2018			Source: DfT, July 2019		
		Cycling:	Motorised vehicles:	Mode Share:	Cycling:	Motorised vehicles:	Mode Share:	Cycling:	Motorised vehicles:	Mode Share:	2016-2017	2017-2018	2016-2018
Count Points in Eastern Part of City											Change	Change	Change
17531	A3024 Burlesdon Road (Sholing)*	86	15,804	0.54%	95	14,783	0.64%	105	14,676	0.71%	0.10%	0.07%	0.17%
37658	A3025 Portsmouth Road (Sholing)*	140	13,631	1.02%	317	21,730	1.44%	357	19,250	1.82%	0.42%	0.38%	0.80%
73606	A3024 Burlesdon Road (near Windhover)*	86	15,804	0.54%	95	14,783	0.64%	108	14,676	0.73%	0.10%	0.09%	0.19%
16891	A3024 before Burlesdon Road (Bitterne)	125	26,483	0.47%	151	24,705	0.61%	131	24,541	0.53%	0.14%	-0.08%	0.06%
36987	A334 Bitterne Road East (Thornhill)	64	17,185	0.37%	30	14,256	0.21%	33	14,159	0.23%	-0.16%	0.02%	-0.14%
46963	A3024 before Northam Bridge	364	23,007	1.56%	349	22,981	1.50%	385	22,780	1.66%	-0.06%	0.17%	0.10%

* These count points are within one mile of the Metamorphosis Schemes. The other count point are also in the Eastern corridor, but beyond one mile of the Scholing schemes.

- Drop in motor vehicle traffic
- Year on year increases in cycling

		2016	2017	2018	Source: DfT, July 2019		
Count Point							
946107	Cycling:	26	46	106			
	Motorised vehicles:	594	553	585			
	Car:	524	502	513			
					2016-2017	2017-2018	2016-2018
					Change	Change	Change
	Cycling Mode Share:	4.2%	7.7%	15.3%	3.5%	7.7%	11.1%
	Car Mode Share:	84.5%	83.8%	74.2%	-0.7%	-9.6%	-10.3%

Perception Surveys

- 95% thought that designs would make the street more child friendly
- 95% thought the designs would make the street more attractive.
- 95% would like to make the designs more permanent

Community Street Closures

Previous closure frameworks

- ▶ TTRO
- ▶ Street Party Notification

Community Street Closures

- ▶ Purposes
 - Street Parties
 - Play Streets
 - Community Events
- ▶ From one-off up to weekly
- ▶ Free application; free resources
- ▶ 76 applications in 16 months



Let's Ride Pop-Up



- ▶ 0.5 mile traffic-free circuit
- ▶ Bike Dr check-ups
- ▶ Bikes to borrow
- ▶ Skills coaching
- ▶ Info on led rides

School Streets Closures



Credit: Sustrans

“What an amazing day, the children and parents were so positive about the day and really enjoyed playing outside together.”

Teacher @ St Mary's CE Primary



“Being a child of the 50s, this is how we played. Days like today are great for children. It was good to tell my granddaughter how it used to be, she was amazed!”

Grandparent @ St Monica's Primary

School Streets Closures

Why open up the street in front of schools to children?

- Improve Air Quality
- Less congestion
- Safer
- Calmer
- Encourage active travel
- Encourage play and social interaction



**LIVING
STREETS**

**SCHOOL ROAD CLOSURE
at St. John's Primary School**

A WALKING VICTORY

WOW - the year-round walk to school challenge

School Streets Closures – One Day



Can help build support for more regular or permanent changes by:

- Raising awareness and profile of the problem.
 - Demonstrating the impact that closing the road can have
 - Encouraging parents to try/test a different school morning routine
-
- 92% of residents felt the road was a safer place to be.
 - 82% agreed it was child friendly
 - 72% of parents (who usually drive) agreed it was a more enjoyable place to be
 - 93% would support more regular closures
 - >2000 active journeys to and from school

School Streets Closures – Longer Term

Why?

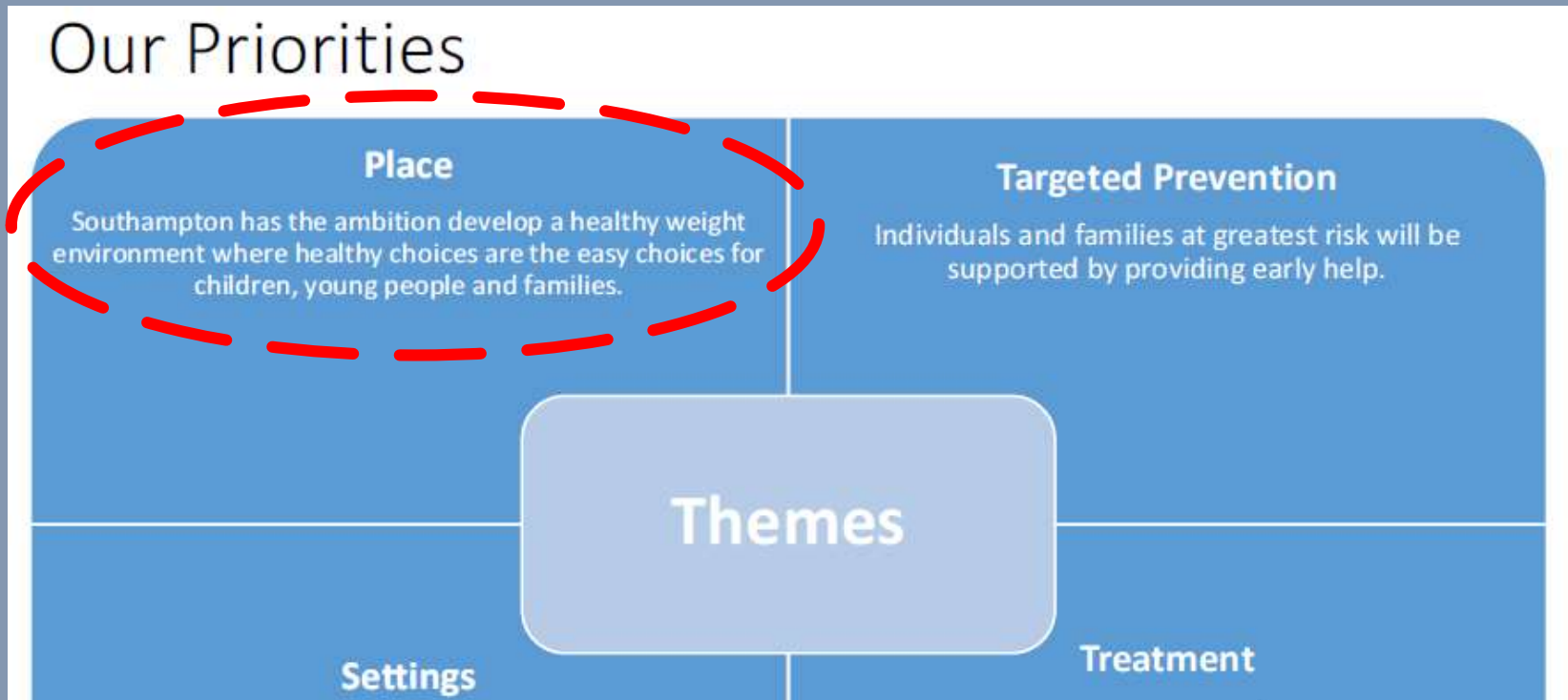
- Encourage higher levels of social interaction
- Encourage more cautious & courteous driver behaviour & active travel
- Create a healthier, child friendly environment at school drop off and pick up.

Post road closure:

- Active Travel has increased to 93%
- Public perception of Air Quality has improved
- Public perception of the attractiveness of the local area has improved
- People report feeling less intimidated by traffic
- 96% support the scheme remaining in place
- 94% thought the scheme was safer for children



Children & Young People's Healthy Weight Plan 2017-2022



A Call to Action

- The outcomes set out in this plan will only be achieved in partnership with a range of sectors including local businesses.
- This is a call to local businesses and partners to pledge a contribution and measure the changes that result.
- Whether this is through partners applying for funding for a local target groups to sustainably increase physical activity levels.
- Or local businesses improving their cycle storage or outside space to encourage walking.
- Share your success:
<https://www.southampton.gov.uk/health-social-care/children/healthy-weight/>



Lessons, reflections & recommendations

- ▶ Young people can show the benefit of changing the street and provide a different perspective.
- ▶ Projects had a positive impact on active travel and health and wellbeing but these other benefits were challenging to measure.
- ▶ Managing expectations of all stakeholders is a challenge. Long lead in times can lead to local communities being disappointed.
- ▶ Important to consult internal teams as policy and procedures might need to change (e.g procurement).
- ▶ Range of communication tools needed to reach all the residents. Elderly residents were hard to engage.
- ▶ Tools, training and trials can help give residents, staff and communities the confidence to make more permanent changes.

"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723375".

