

Priority: (1 or 2)
Rationale:

PLEASE DELETE ALL PROMPTS IN RED

TfL Customers, Communications and Technology Vision Zero Culture Communications and Engagement

Version	
Date issued to integrated team	
Date issued to [redacted] and CRM team:	
Date issued to Press Office [redacted] and [redacted] and Stakeholder team:	
Date issued to VCCP and WM:	

1. What is the brief, in a nutshell?

People are killed or seriously injured on London's roads every single day. These deaths are avoidable; they are too often a consequence of unsafe behaviours when travelling. But unfortunately, these deaths are seen by the public as inevitable. This leads to a vicious circle where apathy and a culture of 'it will never happen to me' leads to people being killed or seriously injured.

For there to be a significant shift in the number of people killed or seriously injured on London's roads we believe there needs to be a collective effort beyond TfL to address the culture and attitudes to road safety. If we can make people care about the problem and we can positively shift their attitudes, we hope they will be more open to looking at their own behaviours and changing.

Our initial focus is roads in London, but propositions that could expand to public transport should also be considered.

2. What do we want people to feel, think and do as a result of our work?

- **Feel:** to feel an emotional connection when they hear there has been a death or serious injury on the road. It could happen to any road user in London, so we want people to feel it could have happened to them and they need to take extra care.
- **Think:** to think that deaths and injuries are not inevitable or acceptable on London's roads and they have a part to play in this change.
- **Do:** to change their attitudes towards road danger and adopt and embed safer behaviours when travelling. Ultimately, we want the public to become advocates of Vision Zero, promoting Vision Zero themselves, highlighting bad behaviours and setting an example for their friends and families.

3. If we are looking to change customer behaviour how will we do this?

We are first and foremost asking people to understand and care about the problem. People don't currently see this as a big issue; people dying on the roads is the norm, an inevitable part of life. The bottom line is they don't care about this issue as much as others. But for societal change to happen, we've seen with issues such as smoking and more recently plastic that when people understand and care about the issue, it makes them more likely to consider their own behaviour and become open to changing it.

We don't want to scare people or stop them from travelling, but currently 90% of Londoners feel that people being killed or seriously injured while travelling in London is inevitable. It appears there



isn't an understanding of the scale or the heartbreak that these deaths cause, and we need to shift that perception. If we can begin to create a better, safer and more caring culture around this issue then it will provide a richer foundation for behaviours to change going forward.

But this won't be easy, or quick. These behaviours have been engrained for over 150 years. Since the horse and cart became prevalent, sharing the roads between road users has always been problematic with people being killed and seriously injured. Since the car became mainstream in the 1960s, it has always strived to be safer with new features added yearly. But with those improved features comes the ability to take more risks, to become lax with our own behaviour. We need to begin shifting this culture and encourage all road users to see their actions as their responsibility.

This culture change can't just come from TfL alone. Any large societal change in the past hundred years whether it be drink driving, smoking or plastic has been bigger than any one organisation. We need to have a proposition that TfL, stakeholders and Londoners can unite behind and it should have the potential to roll out nationally should the DfT be supportive of this.

4. What are the key outcomes and targets that this activity supports?

Everything we do to support Vision Zero at TfL ladders up to achieving zero people killed or seriously injured on London's transport network by 2041.

As a team, all work that the integrated team develops and delivers will make a contribution towards to key metrics:

- Reduce the number of Londoners who believe that collisions resulting in death or serious injury will always be inevitable from 85% to 70% by March 2021 and to under 50% over 5 years (with sustained funding). This means that, over 5 years, we – as a team – need to change the attitudes of circa 4 million people.
- How acceptable do you find it that people are killed or seriously injured every day on London's road (baseline to be set November 2019) and delivery of a 10% reduction by March 2021 and at least a 30% reduction over 5 years (again, with sustained funding).
- To measure advocacy will do a representative evaluation of awareness levels of TfL's Vision Zero delivery among central Government, boroughs and stakeholder organisations, as well as five priority areas safe speeds, Travel Safe Priority areas, Safer Junctions, powered two-wheeler, and enforcement

We believe we should also begin to see a halo effect on our RDR behaviour change metrics as a result of the culture work. We'd anticipate this would be more visible from year 3 onwards from conducting this culture work. Currently based on our RDR work alone we expect to see:

- A further 2% reduction in the number of London drivers agreeing that they drive faster than they should: From 54%* to 52% by March 2021. Without additional funding this metric will remain at 54%.
- Increase in the number of drivers who think it's unacceptable to drive below the speed limit but too fast for other road users 55% to 50% by March 2021. Without the additional funding this metric is expected to remain at 50% by March 2021.
- Increase in the number of drivers who think it's unacceptable to drive below the speed limit but too fast for the road conditions from 56% to 60% by March 2021. Without additional funding this metric is expected to remain at 56%.



5. Is this activity fully funded?

A budget was agreed with EXCO group outlining £200k to be spent on strategic and creative development in FY19/20. £2.5m (including £100k earmarked for integrated team activity) has been proposed and pending agreement for FY 2020/21.

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Appendix I: Supporting information

I. Who are we targeting and what do we know about our audiences? What is the size of the audience?

We know that drivers and their behaviours are the primary reason for KSI's, whether it from careless/reckless driving, driving too fast for the situation, failing to judge another person's speed or failing to be aware of their own surroundings before opening their door or not looking as they pull out at a junction. But other vulnerable road users also play their part by:

- not looking,
- crossing the road around a stationary vehicle
- failing to judge another person's speed or intention.

Therefore, we need to target all road users with this work including drivers, P2W riders, pedestrians and cyclists. This piece is bigger than any one group,

A total of 3,881 people were killed or seriously injured in 2017 on London's roads. 73 pedestrians, 10 cyclists, 31 P2W riders and 14 car drivers or car occupants all died. But 90% of Londoners think that these death and serious injuries are inevitable. That equates to just over 8m people who's attitudes we want and need to change. For us to get achieve our targets outlined in this brief and get this figure down to 50% over the next 5 years, we need to convince over 3.5m people to shift their attitudes and to see these deaths and serious injuries as unacceptable.

So, what is holding us back from achieving this culture and attitude shift? Below are key insights we have on the cultural and psychological factors underpinning road danger across our audiences.

1. KSIs are inevitable

- 90% of Londoners think that it's always inevitable that people will be killed or seriously injured on London's roads. The main reasons they give for this are that the roads are intrinsically dangerous; there will always be human error; there is too much traffic and there are bad drivers that cause these collisions.
 - "Because there are accidents everywhere in the world; nowhere is perfect."
 - "Accidents just happen, it is part of life."
 - "There will always be drivers who are irresponsible and always be pedestrians that don't look where they are going."
- This is a form of inertia bias, whereby it is easy and convenient to take a view that things won't change.

2. Drivers disapprove of other people's risk-taking, but not always their own

- 84% of drivers in London agree that drivers should never take risks on the road. But 32% think it's ok for them to do it if the circumstances justify it. This self-centred view of road danger is a fundamental underlying factor behind behaviour on the road.

3. People think they're better drivers than they are

- 57% of drivers in London agree with the statement that they are better than average drivers, but only 8% disagree. This creates an environment where many drivers overestimate their



ability, and hence their ability to take risks.

4. The unacceptability of bad driving behaviours varies by behaviour
 - 71% of drivers think it's not at all acceptable to drive above the legal alcohol limit. The figure is similar for using a mobile while driving (67%). By contrast, the numbers are just 25% for driving too fast for the presence of other road users, and 29% for driving too fast for the road conditions.
 - This suggests that behaviours like drink-driving are massively less acceptable than speeding.
5. But the acceptability of bad behaviours is consistent, and worryingly high
 - Whilst unacceptability of behaviours varies considerably, acceptability does not. 17% of London drivers think drink-driving is acceptable. This is similar to speeding (21%) and driving too fast for road conditions (20%).
 - The idea that culturally, drink-driving is beyond the pale, but speeding is not, is potentially dangerously misleading. There appears to be a consistent hard core of drivers who find bad behaviours acceptable.
6. Attitudes are linked to dangerous situations and potentially to KSIs
 - Those drivers who are more tolerant of risk-taking are much more likely to have had near misses (the majority of which they blame on the other party).
 - Males and people under 30 are the most likely to be risk-tolerant and have near-misses.
7. Other road users share similar attitudes to drivers
 - Whilst a lot of our core insights focus on drivers, we also know having conducted extensive qualitative research over the years at TfL that pedestrian and cyclists attitudes to risk mirrors that of drivers. Similarly, like drivers, they also believe that any collisions that occur it is the fault of a driver and do not necessarily take note of their own behaviour.
 - This demonstrates why this culture change needs to focus on all road users and not just drivers.

Audience sizing

In terms of the sizes of different road user groups, we have the following data.

Drivers

- 36% of all journeys in London are made by car. This equate to 9.7 million journeys per day and makes driving the single largest mode of transport in London
- Whilst, overall, the number of young people learning to drive and having access to a car is in decline (28% less taking their test from 2007/08 to 2017) young car drivers aged 17 – 25 are more likely to be in a collision in the first few years of passing their test and they are over represented in collision statistics. For young persons stats on scooters, please see the P2W section below.
- The number of 17-19 year olds living in outer London with a full license is over double that of those who live in inner London (39,000 vs 18,000)

HGV and commercial drivers

- In London, 4% of road miles are made by HGVs.
- In 2018 in London, 12 fatalities and 245 serious injuries involved a bus or coach



compared to 19 fatalities and 64 serious injuries involving HGVs over 7.5T.

P2W riders

- Account for 1% of all trips made in London but account for 22% of KSIs making them one of the most vulnerable road user groups as well as a group that causes accidents
- 48% of collisions involved riders under the age of 30, and 65% of collisions were on low powered bikes (under 125cc).
- 75% are male and 61% are aged 15-44 (with 50% 15-34)
- There is a growing number of commercial P2W riders supporting the new market for Deliveroo and Uber Eats

Pedestrians

- Almost all trips on Public Transport feature walking as part of the journey
- 24% of all journeys are walked in their entirety. This equates to 6.4 million journeys per day and the second largest modeshare after the car.
- Older pedestrians are over represented in KSI statistics due to a number of collisions with HGVs
- 30% of pedestrian fatalities involved a HGV but the majority of serious injuries involve a pedestrian and a car or a bus (often at key crossing points)

Cyclists

- 2% of all journeys in London are made by bike. This equates to an average of 649,000 journeys per day
- Women are over represented in cyclists KSI statistics
- While almost all cyclist and HGV collisions result in death, collisions with cars are the most common cause of serious injuries
- Cyclists are more vulnerable when they are at a junction, passing close to parked cars or being overtaken on a busy road

2. What market research will be required?

We propose three concurrent stages of research to ensure we have a robust and evidence-based approach to delivery significant and cultural change that then leads to a substantial change in behaviours. The three stages are:

1. Literature review on what has worked, what hasn't, and what could work, in terms of BC interventions across all 4 Es and all aspects of RDR. This would work as a joint effort between 2CV, VCCP and Wavemaker, covering learnings from other parts of the UK and abroad and also behaviours beyond speeding (Drink Driving for example).
2. Cultural analysis to examine what kind of societal road safety culture we are dealing with, and what is causing and perpetuating the perceived inevitability and acceptability of road casualties. The role of 'harmony' on the roads is one insight that will be reviewed at this stage of the process. Likewise the helpfulness of comparing speeding to drink driving and also to knife crime.
3. Qualitative research to examine how deep-seated and layered the acceptability/inevitability culture is and understand issues such as benefits of including partner branding (i.e. THINK) and the relevance/helpfulness of 'Vision Zero' across different audiences

A further wave of Customer Pulse on RDR is due to be published shortly which will feed into this



brief when available.

3. What is the operational, political, market and consumer context?

Vision Zero is a Mayoral Priority but it needs to gather wider support and adoption within TfL, so the culture can start developing from within TfL. We are struggling to meet our short-term targets on Vision Zero. The aim is to reduce KSIs 65% by 2022 against the 2005-09 baseline which we are not currently on track to achieve.

One issue to bare in mind is if we did want to bring this issue to the national attention is the lack of support from the DfT for Vision Zero as a concept. It is not currently something they support and we should therefore take this into consideration if we want to make the reach of this work as broad as possible.

We know that road danger reduction isn't high on the list of important issues for consumers. Just look at how the current general election is being fought. Brexit, taxation, healthcare and policing numbers are top of the agenda. Road Danger isn't on people's radar as it once was but it's still a massive issue that hasn't been solved.

4. What is happening beyond 'education' and 'encouragement' that may affect this behaviour? (Encouragement, environment, enforcement, education)

Beyond education and encouragement with our behaviour change programmes, the FORS programme aiming to raise the quality of fleet operations, engagement with bus drivers to reduce KSIs, Healthy Streets Officers, RDR/20mph campaigns, and stakeholder reference groups (see appendix 3 for list of organisations we engage with) there is a lot happening in environment and enforcement.

Environment:

- **20mph limit in CCZ and borough roads** – TfL roads within the central London congestion charge zone will be turning 20mph from March 2020 and TfL will be promoting this with an ATL campaign. Most London boroughs have already undergone their 20mph transformation.
- **Car safety features** – As driverless car technology improves, so should safety as theoretically you remove human error from the equation. However, this technology still hasn't been perfected or had mass adoption from the motor industry so is not ubiquitous on our roads. Cars are continually becoming safer with more aids such as lane departure warning system to indicate to drivers if they start to drift from their lane and front crash protection with auto emergency braking which can detect vehicles and pedestrians in front of your car and apply emergency braking if you're going to be involved in a collision. Whilst these features are available on higher end vehicles, as time progresses these features will become standardised in the industry and all road users will benefit from them.
- **Safer buses** – All new London buses must adhere to our new bus safety standard. The measures can be found [here](#) and outline a rigorous and comprehensive approach to improve the safety of buses in the future. Features such as advanced emergency braking systems, intelligence speed assistance to limit speeds to the speed limits, and improved field of vision for drivers will become the norm as the fleet evolves.
- **Healthy Streets Approach** – we want to encourage 80% of trips to be taken by walking, cycling and public transport by 2041. A programme of improving areas in line with the Healthy Streets approach will provide safer and nicer environments to encourage to people to travel without their car.



- **Cycleways** – defining safe new routes through London and adding to our existing cycle network will allow more people to safely cycle through London. You can read more [here](#).
- **Travel safe priority areas** – We’re targeting 8 areas where there is a high risk of collisions occurring and delivering a suite of interventions including increased enforcement, advertising presence and infrastructure changes.
- **Safer Junctions** – TfL have embarked on a project to target the worst 73 junctions in London for safety and improve them to make them safer for all road users. Communications for this workstream currently sits in MIP, but we would like to consider communications for this and other local interventions to form part of the wider Vision Zero narrative. You can read more about this initiative [here](#).

Enforcement:

- **Police enforcement** – the Metropolitan Police have outlined a new enforcement strategy to tackle road danger at source. Tier 1 focuses on highly targeted enforcement against high risk offenders to remove the most dangerous offenders from the roads. Tier 2 focuses on intelligence led activity for known problems where we’ll attend high risk sites at times where offences are likely to occur. Tier 3 is increasing the number of high visibility patrols to increase the unpredictability of police enforcement, amplifying the deterrent effect. Whilst this approach has seen strong results, there is still an issue around resourcing at the police to enforce and deliver more prosecutions.
- **Cameras** – TfL and the boroughs have a comprehensive network of safety cameras to prevent drivers from speeding and running red lights. The existing network has seen upgrades to ensure they’re fit for purpose. You can find out more information [here](#) and a map of locations.
- **VMS signage** – TfL have access to VMS signage on the network and can adapt messaging to fit this and reinforce campaigns. We must ensure the language is clear and direct for drivers so as not to cause confusion.

5. Notes for both creative (TTL) agency and media agency

The strategic, creative and channel responses need to consider how this new, over-arching brief can be used to help bring the RDR portfolio of work together. What are the pieces of ‘glue’ that will do this?

Flexibility for work to expand beyond roads and also beyond London are important considerations. And whilst we do not want to end up diluting what we do on London’s roads, creative and media strategies that embrace this potential right from the start have the potential to be most successful.

We are also not looking for just an advertising campaign. We are looking for a behaviour change campaign that uses TfL’s behaviour change work and uses this to develop and deliver plans that use established behaviour change applications to deliver outstanding results.

6. Notes for creative agency (including below the line planning)?

As well as the above points that are relevant to both media and creative agencies we need to consider please:



- Establishing a common language
- What assets we provide partners – for example our borough partners - with and how we do this.

7. Notes for media agency?

When planning media, we need to consider key moments in time (see Appendix 4 for current 2020 moments) and provide a framework that other stakeholders and TfL teams can feed into, so we have a holistic view of our Vision Zero activity. Please review and propose new moments or 'hooks' for teams to gravitate around. We are open to shaking up the campaign structure we currently work to and would value your input in this area.

The plan/framework needs to demonstrate how we can embed this culture long term and consistently throughout each year, how our channels and tools interact with each other to ensure we're creating consistent noise around this change.

8. Notes for wider integrated team?

We're asking for the already established integrated team to be part of the development of this work and to help embed this work across all their areas. For this to work we collectively need to own the culture of Vision Zero, it should be bigger than all of us. Practically, we'd ask they:

- Establish upfront, as part of strategic development, the role and importance of different audiences in achieving the agreed outcomes.
- Feed into the research brief and, in turn, establishing a clear research brief that covers everyone's requirements.
- Developing a clear, integrated timing plan and project plan that we all sign up to and deliver against.

9. Lessons learnt?

There are numerous other initiatives that have needed a long-term culture change around an issue to be effective. Smoking, drink driving and most recently, the use of plastic as examples of how larger societal changes occur.

All of these have a clear problem that was defined and articulated, galvanised support from government and other influential stakeholders and continually pressed the issue. Gradually social norms and attitudes have changed to make the issues unacceptable.

Take smoking, one of the common past times from the 1900s onwards. Smoking rose to prominence and mass adoption during the horrors of the first world war. The 1920s saw social acceptability for women to smoke as well until smoking received another boost with the second world war. In 1948 65% of men and 41% of women in the UK smoked cigarettes. Throughout the 1950s, reports began to emerge highlighting the dangers of smoking, but these were met with hostility largely driven by the tobacco industry. The warnings were not heeded until March 1962 when the Royal College of Physicians published a ground-breaking report *Smoking and Health* which warned the Government about the dangers of smoking-related death and diseases. From this point on, the government accepted the findings and so began the long journey to break and change the culture and social norms around smoking. As of today, smoking is banned in public places and smoking is no longer the social norm. In 2018, 16.5% of men and 13% of women smoked, outlining the massive shift over the past 70 years. This wouldn't have happened with one body delivering this message, it required decades of dedication from charities, government, industry bodies and other groups to continually push this change forward and to educate the public on the issue. These changes take time and effort and resource to achieve and this shouldn't be



underestimated.

Vision Zero is also a global programme that is present in cities throughout the world. We'd like for part of the research phase of this project to be spent on understanding if any cultural work has been tried before and whether it has been successful to gather further lessons learned.

10. How and when will the activity be evaluated?

Culture

We'll use the Customer Pulse survey to measure reductions in the number of Londoners who believe collisions resulting in death or serious injury will always be inevitable. By March 2020 we have a target for this to be reduced from 90% to 85% and by March 2021 to see a further reduction to 70%. With sustained funding we'd expect this to be under 50% over 5 years.

We'll also measure how acceptable people find it that people are killed or seriously injured every day on London's road (baseline to be set November 2019) and aim to deliver a 10% reduction by March 2021.

We'll also be doing a representative evaluation of awareness levels of TfL's Vision Zero delivery among central Government, boroughs and stakeholder organisations, as well as five priority areas safe speeds, Travel Safe Priority areas, Safer Junctions, powered two-wheeler, and enforcement

We should also look to use press mentions of Vision Zero in positive/neutral/negative as a softer measure to gauge how much it is moving in level of importance to the press.

There are other strands of our Vision Zero work focussing on safe speeds, safer junctions, enforcement, P2W and driving for business. These should all ladder up to the culture work and make a positive contribution to this, however there are specific measures used for these areas:

Safe Speed, TSPAs, Safer Junctions

Customer Pulse

- Reduce number of London drivers agreeing that they drive faster than they should from 68% to 52% by March 2020.
- Increase number of London drivers agreeing that it's unacceptable to drive below the speed limit but too fast for other road users from 49% to 60% by March 2020.
- Increase number of drivers who think it's unacceptable to drive below the speed limit but too fast for the road conditions from 51% to 60% by March 2020.
- Question: Are you aware of Community Roadwatch, an initiative to reduce speeding in residential areas?
- Location market research (5 locations)
- Before and after testing in communities about Vision Zero awareness and TfL delivery towards it (TSPA, SJ and safe speeds locations)

Enforcement

Customer Pulse

- Various questions: driving under the influence, speeding, using mobile phone, driving without a seatbelt or other law-breaking behaviour
- Question: in the last 6 months, have you noticed an increase in police in London enforcing ANY of the behaviors we've been referring to (e.g. driving above the speed limit, using a handheld mobile phone while driving)?



- Question: Are you aware of Community Roadwatch, an initiative to reduce speeding in residential areas?

Other metrics

- Number of submissions to RoadSafe (online reporting tool) before and after campaign
- Before and after speeding data via ATCs (TBC) for VMS strategies
- Increase in social media and press monitoring of enforcement commentary
- Changes to central Government powers (random breath testing and decriminalisation of ASL and cycle lane infringement)

P2W

- Increased powered two-wheeler operators accredited with FORS
- Increased participants in TfL PTW training programmes from Progress in changes to licensing and regulation legislation

Driving for Business

- Increase in operators (PTW, passenger vehicles and car fleets) accredited with FORS
- Establishment of ongoing fleet manager engagement with London's boroughs

11. Timings and key dates

We will need an agreed strategy in place by the end of March 2020.

The creative development and campaign launch can follow. Production needs to be completed by the end of June 2020.

12. Opportunities for integration

Whilst this brief focuses primarily on London's roads, we need to be clear that Vision Zero and its associated targets covers the entire London Transport network. Whatever proposition or work we develop should be flexible to allow us to expand to public transport at a later date.

Vision Zero as a policy intersects with other large areas of work at TfL, namely the Healthy Streets approach. Vision Zero plays a large part in making streets feel safer, reimagined around walking and cycling rather than the car. If we can make roads and the transport network feel safe, then it's likely to encourage more people to walk and cycle on their journeys.

There is also potential for Healthy Streets Officers integration. The 18 officers work across the 33 London Boroughs on specific areas such as STARS, Vision Zero, Healthy Streets Events and Cycle Training. As they already work on Vision Zero they are a good channel to deliver our new cultural message to the boroughs as well as other audiences such as schools, businesses and community groups.

We'll need to ensure this work is aligned with our existing and future campaign work on 'Watch your Speed' and '20mph'. We'll also want to ensure any other integrated team work draws from this cultural piece, so we have a constant drum beat of activity.

Alignment and integration with stakeholder groups (Met police, NHS, LFB, Boroughs, Councils, Road Peace) is vital for this to live beyond a marketing campaign. We need to provide something 'stretchy' that partners can leverage and own, so we can make a louder and consistent collective noise rather than simply TfL shouting by ourselves.



TfL also have a wealth of education programmes that connect with children and young adults from Nursery all the way through to when they leave school in secondary school. Leveraging our pre-school work, STARS, Safety and Citizenship, Youth Travel Ambassadors and our 16-17 safer travel proposition will be important to bed this culture from a young age.

13. What budget is available across the next 2-3 financial years?

Budget for 20/21 is still to be approved however, but an overview is below:

- In FY 19/20 - £200k is available for strategy and creative development
- In FY 20/21 - £2.5m (inc. 100k earmarked for integrated team work) has been proposed and due sign off shortly.

14. Special inclusions and exclusions

We should use part of our research time to understand the benefits of including THINK and other stakeholder/borough logos on advertising.

15. Who are our internal colleagues and what level of involvement will they have?

- Beyond the usual sign offs within CMBC we'd want to ensure the integrated team is fully involved in the development of this work to ensure it is fit for their purposes and they're fully behind the direction of this work.
- Lilli Matson, Gareth Powell and Stuart Reid will also need to be involved to review and approve progress.

16. Who are the external stakeholders and what level of involvement will they have?

- City Hall – final approval on everything
- DfT – we'll share this brief with them to share our approach and look to see if they will help adopt this nationally.
- Boroughs – we need them to be a group that can own this new proposition and use it deliver their own Vision Zero work within the boroughs. We'd need their TfL reps to be a part of the strategy development to ensure this lives beyond a marketing campaign and therefore we need to all be clear how and when we involve them in this process – to get their valuable input and so they feel a part of the solution.
- Stakeholder groups such as Road Peace, emergency services etc - we want them to be a group that can own this new proposition and use it deliver their own Vision Zero work within the boroughs. We'd want their TfL reps to be a part of the strategy development to ensure this lives beyond a marketing campaign.

Appendix 2:

2019/20 business / CCT priorities

1. Safety, reliability and good customer service
2. Vision Zero – roads and public transport
3. Healthy Streets – including walking and cycling



4. Air Quality – including ULEZ

5. Revenue generation

6. Elizabeth line

7. The case for investment in London's transport network

Appendix 3

Organisation

- Motorcycle Action Group
- Motorcycle Industry Association
- British Motorcycle Federation
- Ace Café
- Deliveroo
- CitySpring
- UberEats
- Institute of Couriers
- DPD
- DHL
- JustEat
- PizzaHut
- National Union of Students
- Brake charity
- RoadPeace
- London Road Safety Council
- Road Safety Great Britain (London)
- TwoWheels London
- Met Police (Motorcycle Safety Team)
- Met Police (Tony, RDR)
- City of London
- London Fire Brigade (Biker Down)
- City of London Police
- Bennetts
- DVLA
- DfT
- Keith Prince AM
- Highways England
- RosPA
- London Transport Museum
- Member: RSGB
- Member: RSGB
- Member: LRSC



- Member: LRSC
- Rider: commuter X2
- Rider: delivery X2
- Rider: enthusiast X2
- IAM
- Electric motorcycle representative

Appendix 4

2020 Key Moments

January	Borough Chief Executives meeting
January	London Road Safety Council (launch 2020 focus areas)
January	LoTAG (launch 2020 focus areas)
January	TSPA Launch
January	TfL event PTW: round table event
February	Transport and Environment Committee meeting with Commissioner
TBC	Launch: TfL high-risk roads tool
March	Vision Zero Reference Group
March	20mph launch CCZ
March	PTW Conference : Department for Transport and Road Safety GB
May	Watch your Speed: Grassroots pilots launch
June	Transport and Environment Committee meeting
June	Vision Zero Week, incl. summit event
July	Cultural campaign marketing launch
July	Brake charity and TfL event: Road to Vision Zero (TBC)
July	DfT casualty data released
October	One year until Ultra Low Emission Zone Expansion
October	Transport and Environment Committee meeting
October	Direct Vision Standard commences
November	The Livia Awards (RTPC professionalism and service)
November	World Day of Remembrance for Road Traffic Victims
November	National Road Safety Week
November	London Councils Summit
December	Transport and Environment Committee meeting

Template agreed: October 2019

Review date: March 2020

