

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2723

Title: World Car Free Day 2024

Executive Summary:

World Car Free Day is celebrated around the world annually on 22 September. The event encourages drivers to give up their cars for the day and, in some cities, organised activities take place to celebrate streets that are normally dominated by cars. The Mayor wishes to mark World Car Free Day in 2024 through the activation of play streets across London. These events will involve the closure of residential roads to vehicular traffic, creating safe spaces for children to play freely on their local roads and new opportunities for people of all ages to walk, cycle, and build meaningful relationships in their local community.

In line with the Mayor's Transport Strategy, London Environment Strategy and London Health Inequalities Strategy, this event will promote a reduction in car use, road danger and air pollution and improvements to mental and physical health.

Decision:

That the Assistant Director for Transport, Infrastructure, Connectivity and Air Quality approves up to £25,500, by way of the award of grant funding to London Play, the charity for children's play in London, to develop and deliver a World Car Free Day 2024 Play Streets campaign for London.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Elliot Treharne

Position: Assistant Director -
Transport, Infrastructure, Connectivity
and Air Quality

Signature:



Date:

29 July 2024

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 World Car Free Day is a decentralised event held annually on 22 September. No single organisation has global oversight of all activities but, since 1994, countries and cities have celebrated the day on, or close to, 22 September and activities have included: races for alternative-energy powered vehicles in Budapest, horse-riding in São Paulo, street picnics in Vienna, and running in Jakarta.
- 1.2 In 2019, the Mayor hosted a World Car Free Day event in central London to allow Londoners to take over streets ordinarily used by cars to promote walking, cycling, improvements to air quality and a reduction in car use.
- 1.3 In 2023 the Mayor marked Car Free Day through the activation of play streets across London, which involved closing residential streets to traffic in order to enable play and community cohesion. Over 100 streets took part, and more than 10,000 people enjoyed traffic-free residential streets over the course of the Car Free day weekend. To build on this momentum and further increase the scale and reach of play streets, the Mayor would like to celebrate Car Free Day in 2024 by activating more play street events across the capital.
- 1.4 London Play, the charity for children's play in London, will lead the project. This will involve a publicity campaign to inspire, promote and raise awareness of Car Free Day and the opportunity for ordinary Londoners to get involved by activating residential streets with play. Dedicated support will also be provided to London boroughs and residents to enable as many play street events as possible to take place over the World Car Free Day weekend.
- 1.5 Up to £25,500 of grant funding will be awarded by the GLA to London Play in accordance with the GLA Contracts and Funding Code.
- 1.6 The London Play grant budget breaks down as follows:
 - £14,275 - Staff costs (project management and communications)
 - £500 – Travel/post/courier fees
 - £600 - Design/print/photography
 - £7625 - Play equipment incentives for first 70 streets
 - £2500 – Prize event.

2. Objectives and expected outcomes

- 2.1 The Mayor's Transport Strategy sets out plans to reduce car dependency which is essential for improving the health of all Londoners. Using the Healthy Streets Approach, which puts people and their health at the heart of decision making, the Mayor and TfL have been encouraging more Londoners to walk, cycle and use sustainable and efficient forms of public transport.
- 2.2 The Play Streets events, marking 2024 World Car Free Day, will be a playful celebration of London's Healthy Streets Approach in line with the objectives in the Mayor's Transport Strategy. Based on previous events, it is estimated that these events will reach at least 6,000 Londoners by providing space to walk, cycle, scoot, wheel, play and socialise safely where it is normally not possible to do so. Communities will be incentivised to take part through free play equipment including a prize draw for one street to get a free on-street go kart building workshop and street party event.

- 2.3 It is hoped that the experience of transforming streets into a valuable community space, will encourage many participants to go on to apply for regular play street sessions following the day. This will contribute to tackling isolation and improving mental health in London's communities, improving air quality, reducing road danger and inspiring more Londoners of all ages to get active as part of their daily lives through walking and cycling.

3. Equality comments

- 3.1 Under section 149 of the Equality Act 2010, as public authorities, the Mayor and TfL are subject to the public sector equality duty and must have due regard to the need to:
- eliminate unlawful discrimination, harassment and victimisation;
 - advance equality of opportunity between people who share a relevant protected characteristic and those who do not; and
 - foster good relations between people who share a relevant protected characteristic and those who do not.
- 3.2 Relevant protected characteristics under section 149 of the Equality Act are age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.
- 3.3 Play streets create a safe play space outside people's homes which help to remove barriers to participation for people with disabilities, or for children who have limited access to parks or green spaces, or where going out to play involves travelling any distance. They are accessible to older and potentially isolated residents. Play streets create instant accessible space in areas that are otherwise poorly served for open space.
- 3.4 The campaign will be promoted London-wide to attract participation from diverse communities across the capital.

4. Other considerations

- 4.1 A city-wide activation of Play Streets to mark World Car Free Day will contribute to delivering the Mayor's Transport Strategy, the London Health Inequalities Strategy and the London Environment Strategy. These strategies support a reduction in car dependency and traffic dominance, which have many negative impacts on cities and their residents including increasing inactivity and road danger, worsening air pollution and noise, congestion, and creating severance between people and communities. Successful Play Streets for World Car Free Day will help to demonstrate how a reduction in car dependency and traffic dominance can lead to healthy streets where people can play, walk and cycle safely, and spend time with neighbours.
- 4.2 Policy 5 of the Mayor's Transport Strategy states "The Mayor, through TfL and the boroughs, and working with stakeholders, will prioritise space-efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods, with the aim of reducing overall traffic levels by 10-15 per cent by 2041."
- 4.3 Similarly, Proposal 4.2.1.a of the London Environment Strategy is "The Mayor will promote and prioritise more sustainable travel in London, including walking, cycling and public transport, as part of the Healthy Streets Approach."
- 4.4 The Environment Strategy encourages more car-free days to enable people to experience their local area from a different perspective, help enhance local communities, and deliver local improvements in air quality.

- 4.5 A key aim of the London Health Inequalities Strategy is to create healthy communities where more Londoners feel part of a community. This includes supporting opportunities for social integration, and ensuring people feel safe and able to participate. The strategy also supports more opportunities for leisure and outdoor play.

Conflicts of interest

- 4.6 There are no conflicts of interest to note for those involved in drafting or clearing this decision.

5. Financial comments

- 5.1. Approval is requested for expenditure of up to £25,500 to develop and deliver a World Car Free Day 2024 Play Streets campaign for London. This project will be delivered in partnership with London Play who have spearheaded the revival of play streets in London, supporting residents to transform their streets regularly into safe, temporary play spaces.
- 5.2. This expenditure will be funded from within the Air Quality team's approved revenue budget for 2024-25 financial year.
- 5.3. All expenditure will be incurred within the 24-25 financial year.

6. Planned delivery approach and next steps

Activity	Timeline
Announcement	July/August 2024
Play Street activations	20 – 22 September 2024

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? NO

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoI should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Kat Stretton has drafted this report in accordance with GLA procedures and confirms the following:

✓

Mayoral Delivery Board

A summary of this decision was reviewed by the Mayoral Delivery Board on 29 July 2024.

ASSISTANT DIRECTOR, FINANCIAL SERVICES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:



Date:

29 July 2024