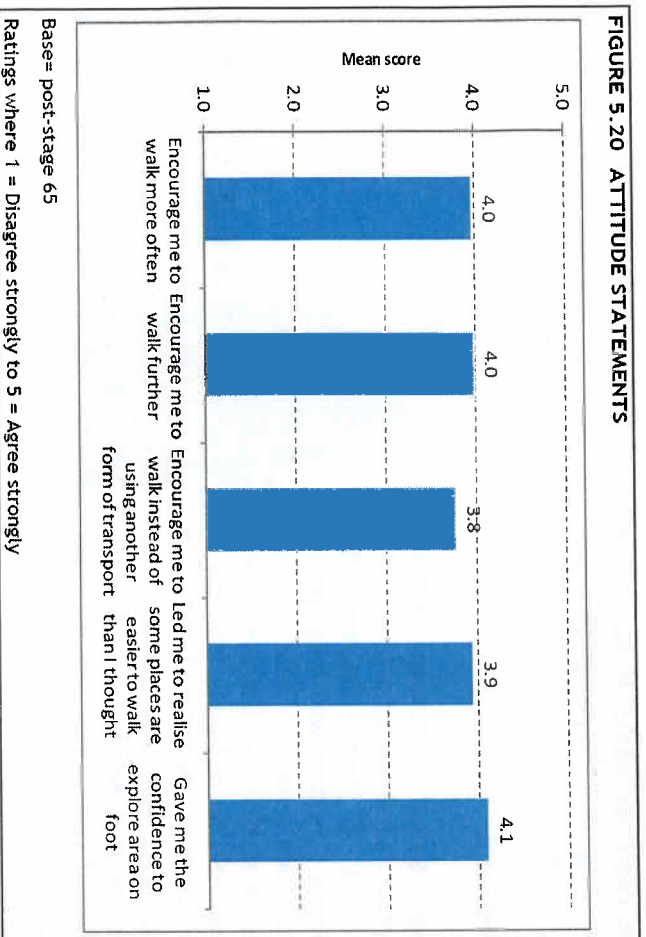


Changing Behaviour

These user survey attitudes and perceptions are backed up by results from the mystery shopper walks. In areas where Legible London has been implemented, survey results showed that the number of times pedestrians got lost on a journey fell by 65%, and the number of times they wanted wayfinding information and couldn't find it fell by 75%. This has no doubt contributed to the 4% reduction in average journey times that was measured by the evaluation. It was also interesting to note, that pedestrian numbers had increased by 5% in a year across the surveyed areas.

FIGURE 5.20 ATTITUDE STATEMENTS



Whilst it is too early to determine if behaviour change and modal shift is actually occurring, there are some positive indications. Firstly, those who have used the system indicated strongly that it will encourage them to walk more often, walk further, explore more and walk rather than use other means of transport. This is a very positive pointer that with the implementation of more wayfinding monoliths across London, further benefits can be delivered.

Secondly, those interviewed generally expressed a view that Legible London had given them a truer understanding of the distances between landmarks, a more accurate mental map of London and make it more likely that they would attempt longer journeys by foot.

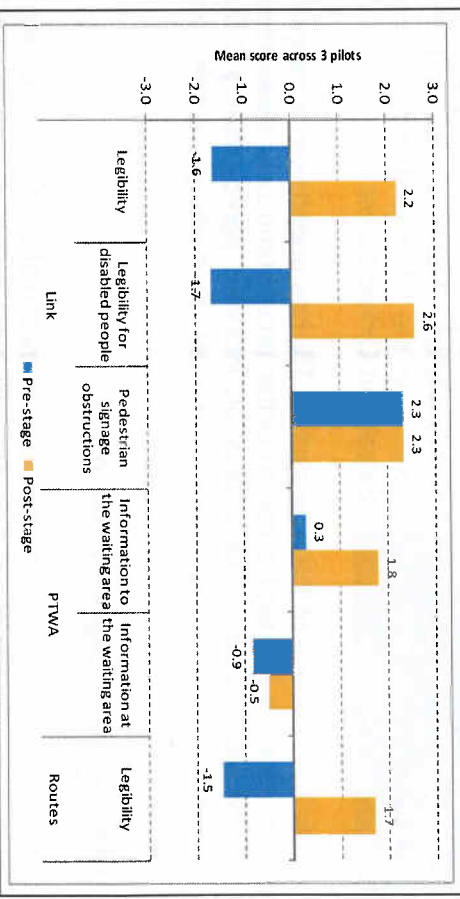
"If I knew something was only 15 minutes to walk I'd do that rather than take the bus or tube."

"Yes, I will look for my way with the Legible London map and walk instead of using public transport, which will help to save money"

Improving the Street Environment

The Pedestrian Environment Review System (PERS), a nationally recognised methodology, has been used to objectively assess the impact of the system on London's streets, and it has shown a significant improvement in legibility on street for pedestrians.

FIGURE 5.5 PERS AUDIT MEAN SCORES - PRE-STAGE AND POST-STAGE - ALL PILOTS (MEAN)



As part of the introduction of Legible London almost 600 pieces of existing wayfinding sign clutter were removed.

Legible London – Pilot Scheme Evaluation Summary

Walking is a great way of getting around London. As well as being free, healthy and environmentally-friendly, it can often be quicker than public transport, particularly in central London. Yet inconsistent signage and confusion about distances between areas put many people off walking.



Legible London is a pedestrian information system that tackles these issues by presenting information in a range of ways, including on maps and wayfinding monoliths, to help people find their way on foot.

The system, which is designed around pedestrian needs, is now working successfully across the three Pilot Scheme areas in Covent Garden & Bloomsbury, South Bank & Bankside and Richmond & Twickenham, where approximately 235 new signs have been installed. This is in addition to the scheme in the West End around Bond Street and Oxford Street.

To evaluate the success of the new system TfL has undertaken a range of customer surveys in the pilot areas to better understand user awareness, attitudes and satisfaction. The evaluation included approximately 1,000 user surveys, pedestrian counts and a number of 'mystery shopper' and accompanied walks.

Awareness & Use of Legible London

In less than six months since implementation over half of those asked were aware of the Legible London wayfinding monoliths. One person every 90 seconds was stopping to use the busiest monoliths that have been installed and therefore overall it is likely that between 50,000 and 75,000 people are using the new monoliths each weekday (based on the counts at a sample of different monolith locations). Overall users are very supportive of Legible London, with 87% supporting roll out of the scheme across London.

Design

The wayfinding monolith design has been very well received, with users making many positive comments.

"they are clean, precise, concise and easy to understand"

"once I started to see those signs there was plenty of information and they're really good and clear"

"it's excellent – the maps are easy to read, and I find maps hard to read normally! It was great that I could check the route throughout the journey."

Attitude & Satisfaction

User attitudes toward Legible London were very positive. 83% percent of users agreed that Legible London will help people find their way. The surveys demonstrated that Legible London was helpful not just for tourists and visitors. Amongst Londoners, and those who visit London more than once a week, over 65% said it would help them find their way too.



The surveys from before (Jun 2009) and after (Jun 2010) the introduction of Legible London show significant increases in user satisfaction, including:

- A 22% increase (from 61% to 83%) in satisfaction in finding their way around an area;
- A 24% increase (from 43% to 67%) in satisfaction in finding the shortest route; and
- A 23% increase (from 54% to 77%) in satisfaction in confidence to explore an area.