

RESEARCH SUMMARY

Title	Legible London scheme evaluation in new areas
Objective	To measure the impact of Legible London in the 3 pilot areas of Southbank, Clearzones and Richmond & Twickenham
Date	September 2010
Methodology	Pre stage: 2,300 face to face interviews, 202 in home surveys, 65 'mystery shop' walks, PERS Audit and Pedestrian counts Post stage: 1008 face to face interviews, 65 'mystery shop' walks, 24 accompanied journeys, Pedestrian Environment Review System (PERS) Audit and Pedestrian/user counts

Key findings:

- Around half of pedestrians (49%) in the pilot areas are aware of Legible London. This is higher amongst those who visit more often
- Attitudes towards the scheme are very positive; the scheme is highly rated in terms of helpfulness (73%) and effectiveness (93%)
- A majority (77%) felt that the information provided gave them greater confidence to explore the area on foot, which compared to 54% in the pre stage
- There is an increase in the proportion of pedestrians stating the information assisted in the ease of finding their way; from 88% to 92%
- Satisfaction with 'finding their way around the area' with the information has increased from 61% to 83%. Satisfaction with 'finding the shortest route' has also increased from 43% to 67%
- The share of mystery shoppers 'definitely feeling lost' dropped from 26% in the pre stage to 9% in the post stage. The majority found and used Legible London
- Perceived and actual journey times were very similar between the before and after surveys. There were some minor reductions for those aware of Legible London
- The PERS audit identified that routes and links were rated much higher in the post-stage than in the pre-stage; link legibility rose from -1.6 to 2.2 in the post stage. Additionally, scores dropped when routes left the signage area
- At the busiest monolith surveyed in the pilot areas, an average of 40 people per hour stopped to use it