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THIS IS A
PROTOTYPE VERSION
OF THE INCLUSIVE WAYFINDING TOOLKIT
NOT FIT FOR IMPLEMENTATION



Inclusive Wayfinding Toolkit

Tools and recommendations to design and implement effective wayfinding systems for walking, wheeling and cycling that can be used by everyone

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Inclusive Wayfinding Toolkit
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ACCESSIBILITY
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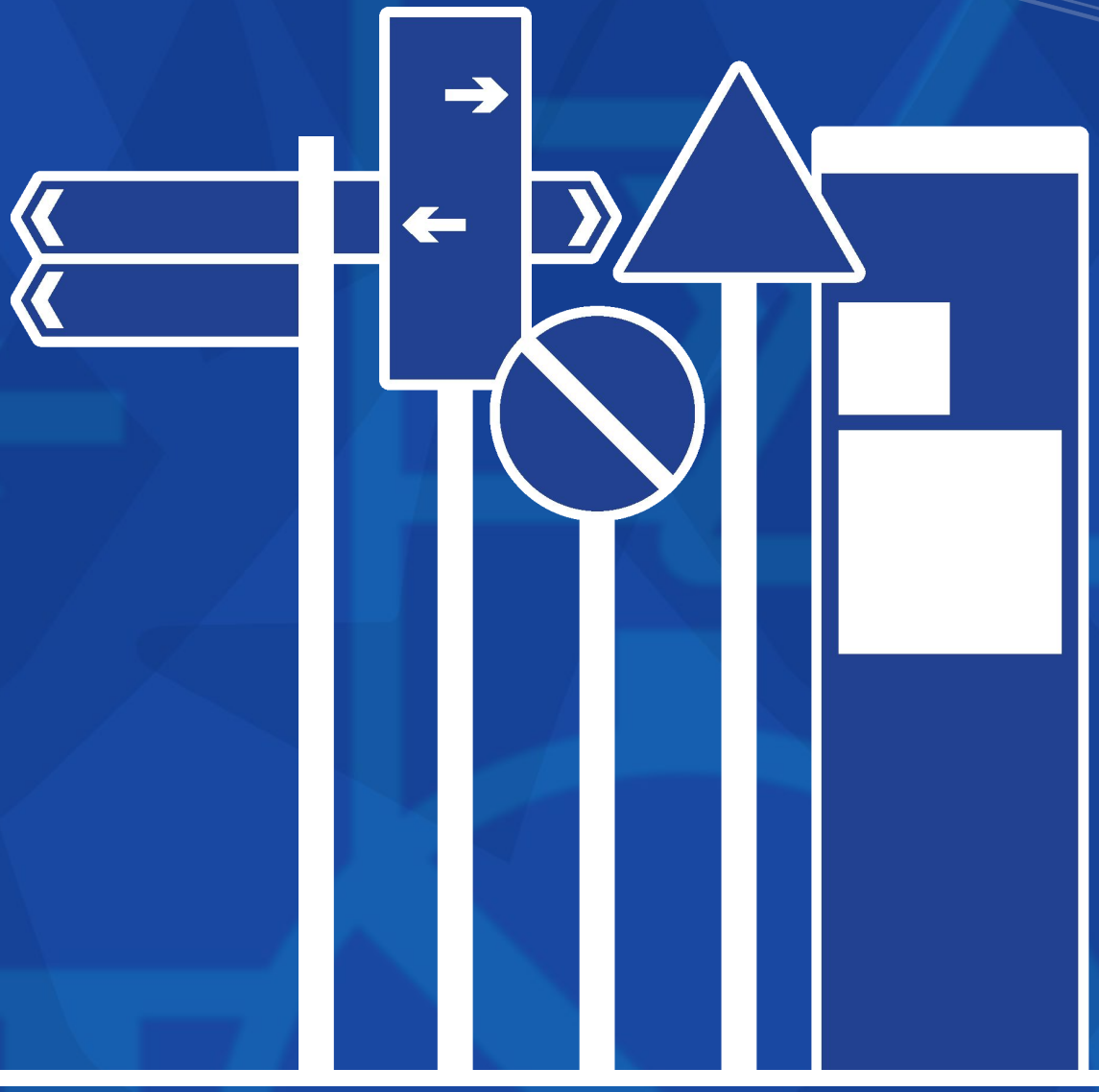
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1. Background

This is a prototype toolkit to pre-empt a re-think about how information is provided for walking, wheeling and cycling throughout the country. This section covers the background, purpose and the research and evidence base. It outlines the key findings from the perspective of older people and sets out how the toolkit is structured.



1.1 Why is active travel important?

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Context

A complimentary system for walking and cycling was considered with the Road Sign System in 1963. A dedicated system has never appeared. This has led to piecemeal, contradictory delivery of wayfinding, and no agreed national quality standard for these modes.

For the public, the result is confusion, lack of local connectivity and unnecessary actual and perceived danger. For the uninitiated, it is often a challenge to walk, wheel or cycle.

Today, with different pressing priorities, billions of pounds are being invested by central and local government in developing sustainable walking, wheeling and cycling infrastructure. Our cities are changing.

This wayfinding toolkit is the first prototype of a new standard. It has been developed with older people, in accordance with the principles of inclusive design. It includes guidance of how and when to provide wayfinding, it tackles coding and how the investment in infrastructure can be maximised. It aims to deliver real increases in active travel for everyone.

What is active travel?

The modes of travel that involve a level of physical activity. The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes.

In the context of this initiative, active travel is defined as making journeys in physically active ways, specifically walking, wheeling (travelling using a wheelchair, scooter, rollator or mobility cycle) and cycling.

Why encourage active travel?

This toolkit is a response to the ambitious targets for active travel that have been set by the UK Government.

It is widely accepted that increasing rates of active travel creates benefits for public health, is environmentally friendly, connects neighborhoods and improves social cohesion. This is especially the case for older people. Increasing physical activity in older age has significant benefits to health, social connection and tackling loneliness.

The Pathways Project

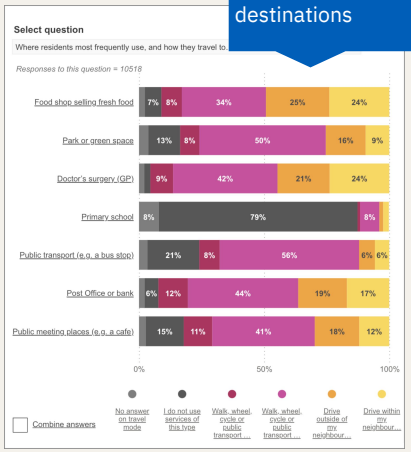
This is a part of a wider initiative called the Pathways Project. This is intended to support the delivery of active travel targets by devising and implementing a high-quality, tested and scalable system for guiding the public.

This initiative focuses on providing excellent, tested methods to encourage more active travel. It is designed to involve and engage with the public. And to enable and empower local authorities to deliver systems that work.

Active travel and older people

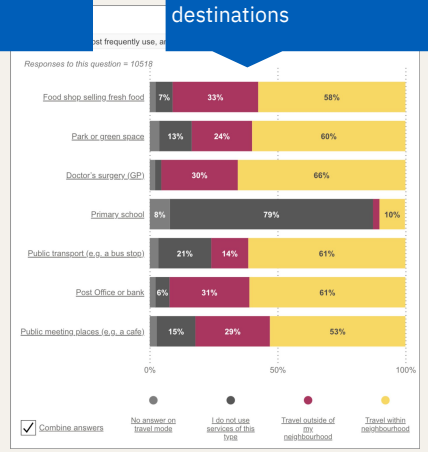
According to the Sustrans Walking and cycling index data tool from 2021, older people engage in active travel mostly at a local level

GP, shops, library, and transport hubs are the main destinations



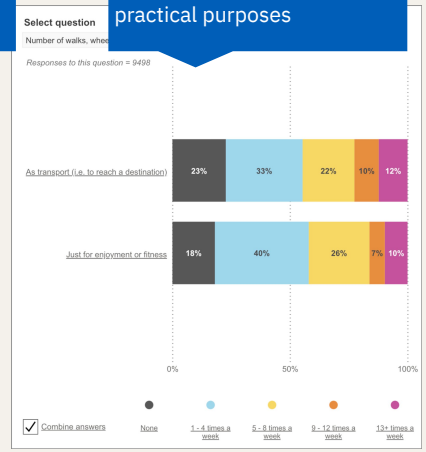
Destinations and mode

Most trips occurred within the neighbourhood to local destinations



Destinations and distance

Older people engage in active travel more for transport & practical purposes



Walking/wheeling/running, and why?

1.2 The purpose of this initiative

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Encourage older people to take more active journeys, engage with physical activity and contribute to their overall well-being

The objective is to empower everyone to walk, wheel and cycle with more confidence, and to dramatically increase activity.

To promote independence, enhance mobility and foster a culture of being active as we get older.

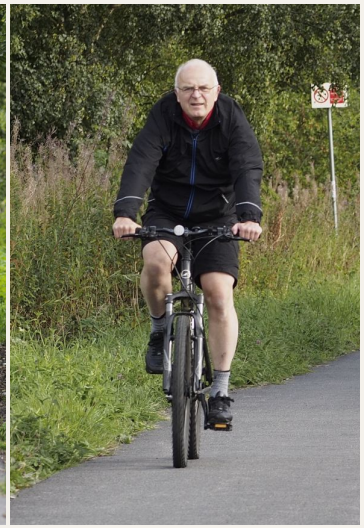
The toolkit has been researched, in this first iteration, with older people (60+) in mind. This includes people with a broad range of disabilities.

By creating a practical system of directions and behaviour that can be delivered by many authorities, consistently and to a high-standard

Empower local authorities to implement a standardised and scalable wayfinding system. That encourages older adults to engage in walking, wheeling and cycling activities.

It will create a predictable, high-quality national wayfinding system for walking, wheeling and cycling.





The purpose of a prototype?

The creation of a new national standard cannot be achieved in one go. The project team have adopted a vision based, experimental methodology to achieve the project goals.

The principles of user-centred-design require the user, the public, to be engaged in design solutions. To indicate understanding, to test designs and to assess if new approaches can be embraced.

This is a prototype. This is not the final system. This prototype system is intended to be tested, trialled, improved, adjusted and expanded. This is currently being planned with a set of pilot schemes. Ten are currently being planned. This will test the design of the system and is devised to improve, adjust and expand the system based on what is found.

Prototyping will ensure that every piece of information is as understood and useful as possible, and that every intervention delivers on the overarching objective: To create more activity.

The premise is that if a system works for older people, it'll work for everybody, especially people who haven't been walking, wheeling or cycling enough. Beginners need as much encouragement as older people, if not more.

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1.3 What is wayfinding?

At its simplest level, wayfinding is the process of finding your way to a destination. This makes it an essential part of transportation. While on the move, we are constantly, and often subconsciously, confirming our location and orientation using physical clues and information. Wayfinding information in the form of maps, signs, markings, landmarks and increasingly, digital devices, contribute to this process.

For people who are new to an area, or a mode of transportation, the wayfinding process can be a difficult and create anxiety. These types of challenges can quickly lead to a bad experience that can deter someone from trying again.

Wayfinding plays an integral role in this interaction by easing people into a new environment or a new mode of transport by providing them with information at key decision-making points on their journey. It can ease anxiety and make journeys predictable by consistently providing information and reassuring people of what they want to know. Wayfinding, if judiciously implemented, can improve current active travel trips and generate new journeys.

Wayfinding fulfils different types of needs, beyond simply pointing to a destination. Wayfinding acts as the facilitator to various types of journeys: commuting (to a regular location); utilitarian (trips to the GP & Bank), social (being around people and activity) and reflective (being near nature and scenic places).

Without wayfinding as the mediator between the environment and people these journeys and destinations would be far more obscure, challenging and inaccessible than they already are for older people.

This approach can also regulate active travel behaviour by reminding and prescribing the rules of travel behaviour to people across all modes of transport. This can create a sense of awareness among people about their expected behaviour. Leading to safe, harmonious interactions and pleasurable travel experiences. And good experiences generate repeat activity.

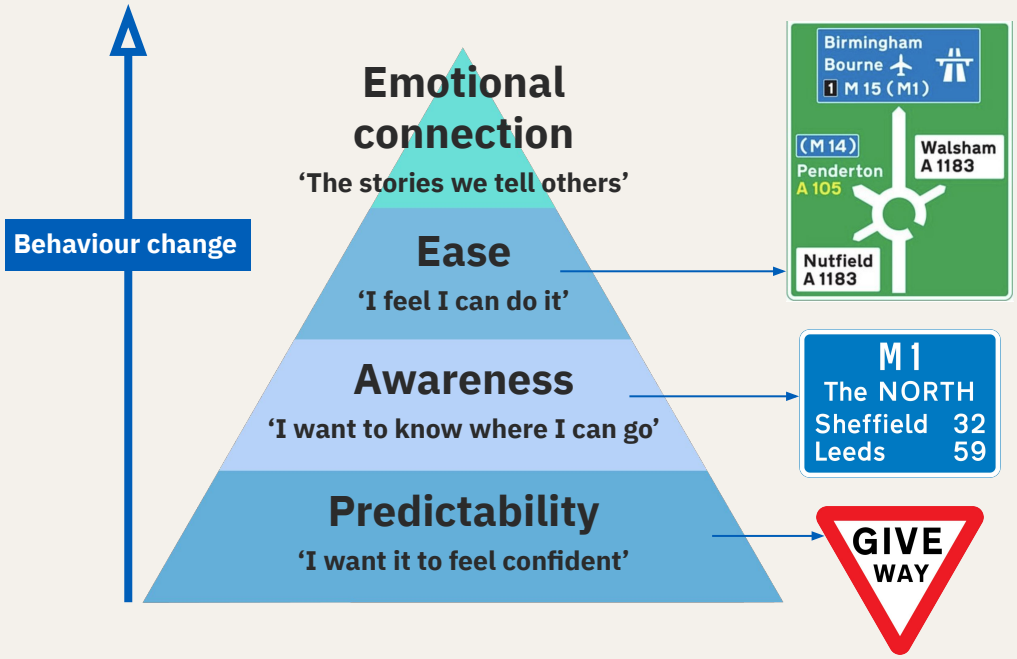
A thorough wayfinding system seeks to perform three key functions: to inform, to educate, and to regulate.

These functions manifest in three distinct systems of wayfinding: the behavioural, directional and awareness systems. These systems work together to help people make efficient, enjoyable and safe active travel journeys.

Wayfinding hierarchy of needs

Wayfinding starts with the basics: Creating a predictable system that is the same every time. The current system is unpredictable and confusing.

Successful wayfinding leads to an emotional connection, a feeling that you are able, have control and have the confidence to be more active.



1.4 Research and evidence base

The inclusive wayfinding toolkit is based on findings from multiple streams of research from domestic and international sources. This involved the collection of insights which fed into the design and development of the toolkit's recommendations.

The solutions in this toolkit are mostly based on the feedback and comments from older people. Concept designs were tested with groups of people, and emerging ideas from the sessions are incorporated into the solutions proposed in the toolkit. Signage and information design in this toolkit reflect the feedback from older people, who desired simple, explicit and uncluttered styles of communication.

This is an initial version of an inclusive wayfinding toolkit. With further pilot testing and revisions, the toolkit is a living document that will adapt and be updated with solutions that reflect the latest findings from further research & testing.



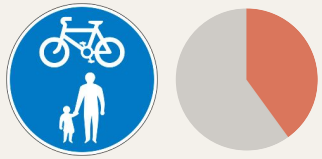


Desktop research

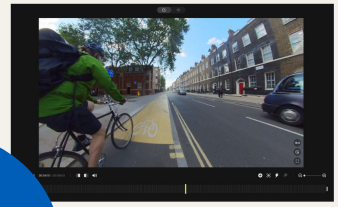
reviewed research on the needs & barriers of older people within active travel, existing guidance and risks related to active travel in the UK, and examples of inclusive active travel wayfinding systems for walking, wheeling and cycling. The review also included analysis of GIS data of cycling and walking networks in the UK and Europe.

On-street testing

with older people, uncovered perceptions of active travel and measured public understanding of signage and information systems related to active travel.



60% did not understand



First-hand observations

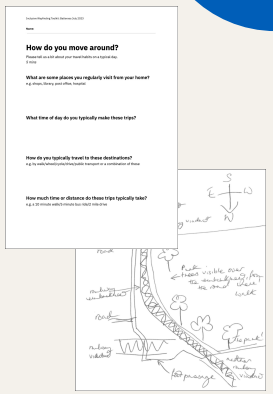
20 cycling journeys of around 30 minutes in duration were filmed by five different cyclists that showed in-situ cyclist behaviour.

Multiple rounds of user engagement sessions

with older people were organised where they shared their experiences with active travel and how information could help motivate them to walk/wheel/cycle more.

Surveys

to explore people's understanding of the Highway Code, and their perceptions of active travel behaviour. This included mental map analysis.



Stakeholder consultation

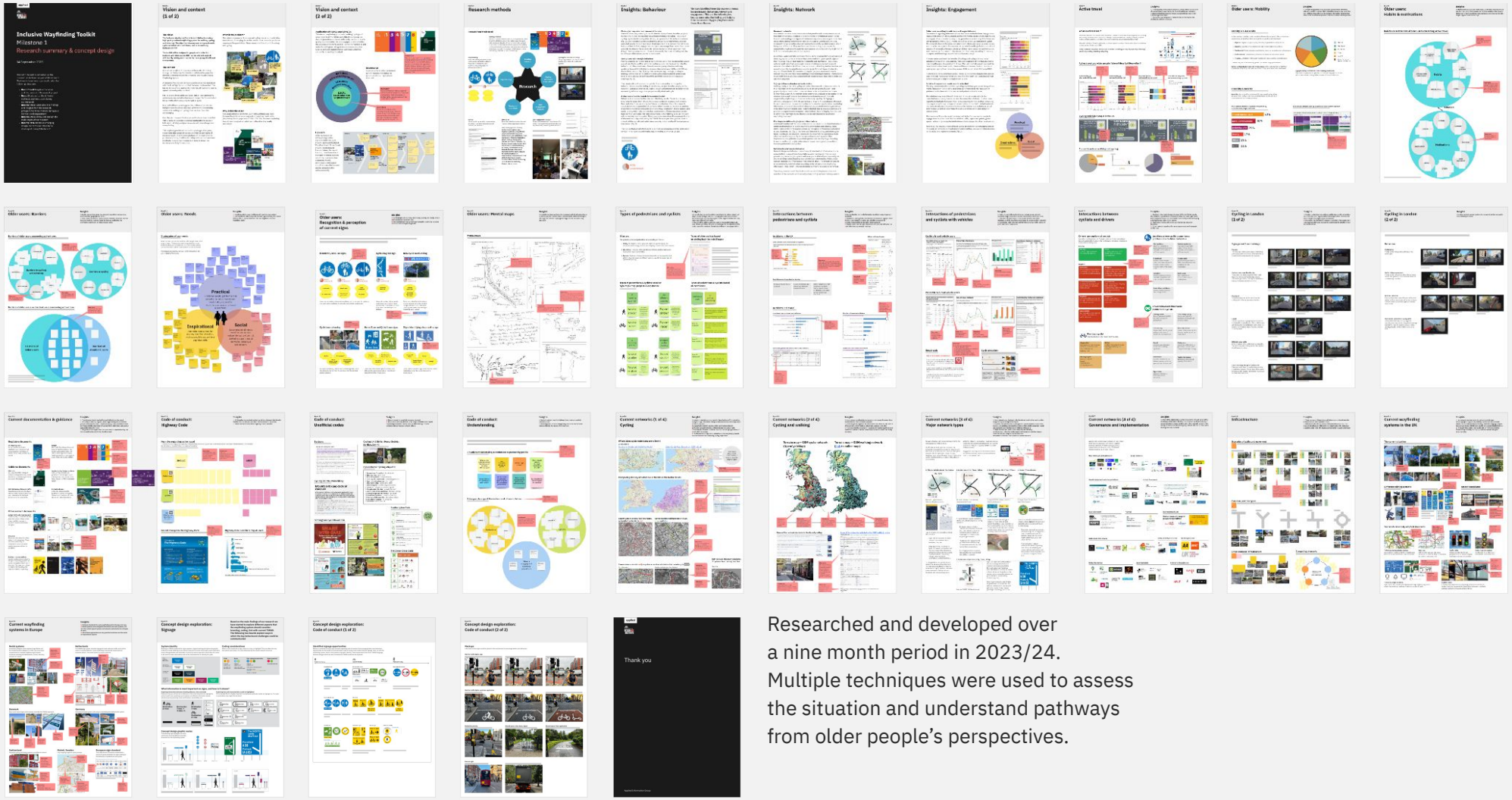
discussed the strategic elements of active travel with representatives and heads of local authorities and relevant active travel organisations such as Active Travel England, Sustrans and Living Streets, Wheels for Wellbeing, to name a few.





1.4 Research and evidence base

To request summary of the research phase please contact advisory@appliedinformation.group



Researched and developed over a nine month period in 2023/24. Multiple techniques were used to assess the situation and understand pathways from older people's perspectives.

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1.5 Findings: encouraging older people to take more active journeys

Levels of activity, including active travel, tend to decrease in later life. Health, socio-economic and environmental factors influence older people's engagement with active travel. In the UK, older people face significant barriers to active travel.

Even though there is general awareness and intention to participate in active travel, older people are hesitant due to unsafe circumstances created by other street users, lack of information, and inaccessible infrastructure and geography. Currently, active travel systems do not support the mobility of older people very well. There is a lack of understanding about rules and the Highway Code among active travel users. This leads to unsafe interactions with older people. There is also a lack of information about destinations that leaves older people unaware of all the potential active travel journeys they can make.

This toolkit aims to fill this information gap by enabling local authorities to implement wayfinding systems that makes active travel more accessible, pleasurable and safe for older people.

Reducing barriers to active travel

The toolkit addresses older people's barriers to active travel through three key pathways:



Designing for wide range
Active travel is not only for enthusiasts, but also for older people whose active travel behaviour can vary by ability and range. Designing for older people creates a wider, equitable active travel experience for everyone.



Fostering good behaviour
Creating a culture of respectful and safe behaviour of road and path users through setting expectations, campaigns, and education of the Highway Code. Wayfinding plays an important role in conveying expected behaviour from all road and path users, improving the perception of safety.



Increasing awareness
Communicating information about local destinations and opportunities for active travel to older people, giving them the information to confidently walk/wheel/cycle. This includes a curated strategy for active travel networks.

1.6 Some questions answered

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Clutter Will a national system mean a lot more signs and a lot more clutter on our streets?	No. Clutter is defined as signs and information that do not perform a function. This system is designed to be as minimal as possible while being 100% effective. Anything redundant will be removed.
Wayfinding is a luxury Isn't it better to invest in the infrastructure first?	A coordinated agreed method of communicating routes and behaviours is central to creating an effective, integrated and balanced transport system. Isolated infrastructure improvements do not create a usable network.
Isn't this all in TSRGD? What does the the Traffic Signs Regulations and General Directions (DFT's road sign guidelines,) say about active travel?	TSRGD is excellent and focused on road users. It does define how road signs should display cycling. TSRGD does not cover, in any great detail, what happens on pathways.
Lacks robust proof? What proof is there that these kind of measures have any impact at all?	There are many UK and International studies that show that soft infrastructure is effective and significantly higher value for money. London's walking system has increased walking by 5%.
Will it take too long? Putting in a new system must take many years. Will the efforts fizzle out?	A national standard can be implemented throughout the UK within ten years. The idea is to enable all local authorities to be able to implement a high-quality consistent standard.
Why do we need signs, we have mobile phones? When all the information we need is on our phones, are signs not obsolete?	Research shows how useful a mobile device can be, it also shows that a lot of people are unable to, and do not rely on them when walking, wheeling and cycling. Secondly, even if a route is planned digitally there is a need for confirmation and awareness. Road signs do not look like they will disappear soon.
Boiling the ocean? Is this an impossible task? Isn't this just too big a challenge that it will never happen?	This is a big challenge. It is an issue that has been tackled locally multiple times rather than tackled once allowing everyone to benefit from a high-quality method. National systems have to start somewhere, and there are examples where they have been successful.
What about local character Isn't a national system making the whole country the same? Losing the essential character of places?	Pathways are invariably used for local journeys so systems can be more localised. This will be designed into the system, which will make logical parts of the system consistent and allow local character, branding and community input.
Will it cost too much? The idea that information can be signposted throughout the country has to be very expensive and unaffordable?	It is all relative. The cost of some infrastructure projects is astronomical, yet their contribution to a network is required. This is the same. Estimation of cost is that a national roll-out will cost less that one major junction improvement on the A1.

1.7 Regulatory context and local distinctiveness

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Regulatory context

Wayfinding signs for active travel are subject to a number of regulations, standards and guidelines. Signs used on roads to direct traffic, including people on bicycles, are subject to **Traffic Signs Regulations and General Directions (TSRGD)** standards. These are defined in law. Traffic Signs Manual issued by the Department for Transport, describe the location, shape, colour, graphics, contents and conditions of use of traffic signs to maintain consistency and safety.

As the focus of the TSRGD is traffic signs, the regulations do not include some common forms of wayfinding for walking, such as map kiosks. These are controlled by local planning policies for aspects such as size, illumination, accessibility, and advertising.

The TSRGD applies to all public highways including public rights of way (PRoW include footpaths, bridleways and byways). PRoW are also subject to the recommended system of waymarking devised by Natural England.

Some routes are also subject to additional design guidelines. These include long-distance routes such as the National Trails that are indicated using an acorn symbol, and the National Cycle Network which is signed with route numbers. Other routes may be named, denoted by a symbol or use fully custom designs to distinguish them.

Local distinctiveness

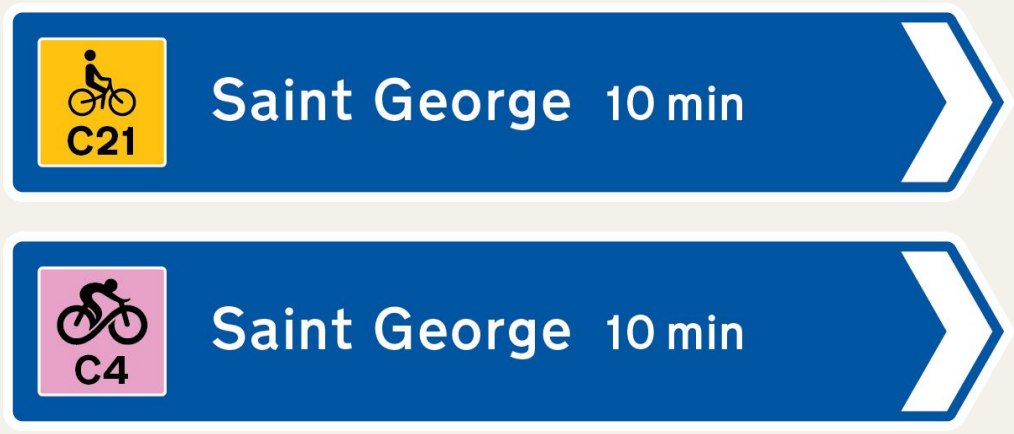
The approach this toolkit has taken is to propose design solutions that allow for local distinctiveness and don't divert fundamentally from what's established in TSRGD chapter 5.

Local distinctiveness is easier to achieve when signs are aimed to pedestrians as they are not subjected to TSRGD, therefore local authorities have control over these type of elements. This is mostly applies to the Awareness System (see Chapter 3) where signs are less likely to be placed adjacent to roads.

Elements like colour, typography, materials, etc can contribute to making the wayfinding system unique. See 3.3.10. Branded Systems.

In the case of directional information aimed to cyclists on roads, the solutions proposed in the toolkit are based on the TSRG guidance, therefore local distinctiveness has the limitations derived from the manual. See Chapter 2

Any sign design that deviates from what is established on TSRGD will be subject to an authorization from the Department of Transport.



Local distinctiveness can be introduced in the cyclist directional information through the use of colour to code the routes and the modal icon or identifier of the network

1.8 How to use this toolkit

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The toolkit is formed of three complementary information systems.

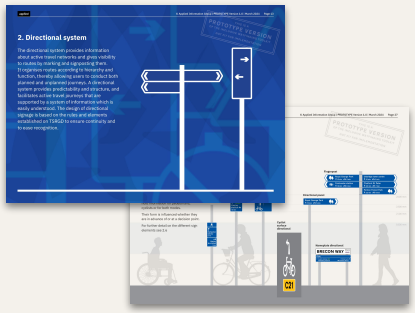
At its core is a **directional system**. This is formed by an intricate network of routes, an agreed set of destinations and consistently applied codes and directional markers.

People are more likely to travel to places that they are aware of and feel are within reach. The **awareness system** is devised to inform and promote valuable destinations and healthy routes focused on the preferences of older people, yet also relevant to everyone.

Research has uncovered restrictions that older people feel due to other people's behaviour. The **behavioural system** is part of a wider campaign to promote the Highway Code. Its aim is to set behavioural expectations for everyone. This will not change overnight.

The following three sections outline the elements, the rules and the applications of each of these systems.

The final section shows how these three systems integrate in street situations, followed by a glossary of terms mentioned in the document.



Directional system

The directional system provides information about active travel networks and gives visibility to routes by marking and signposting them. It organises routes according to hierarchy and function, thereby allowing users to conduct both planned and unplanned journeys.

A directional system provides predictability, connectivity and structure, and facilitates active travel journeys that are supported by a system of information which is easily understood.

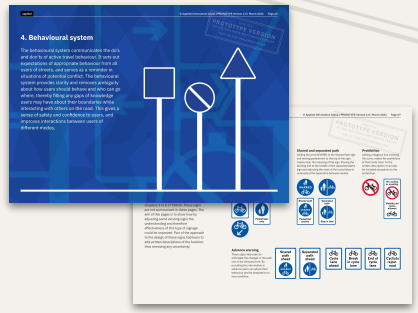


Awareness system

The awareness system is the town crier for a local area, and gives it an identity by highlighting and organising the area's destinations, amenities and attractions into a unified experience.

It communicates what an area has to offer to the public through various mediums, and suggests potential journeys they can take as part of the local experience. It helps visitors build knowledge about the area, and adds to the existing knowledge of residents.

In addition to fulfilling local travel needs, it also plays an important role in local tourism by increasing visitation and activity.



Behavioural system

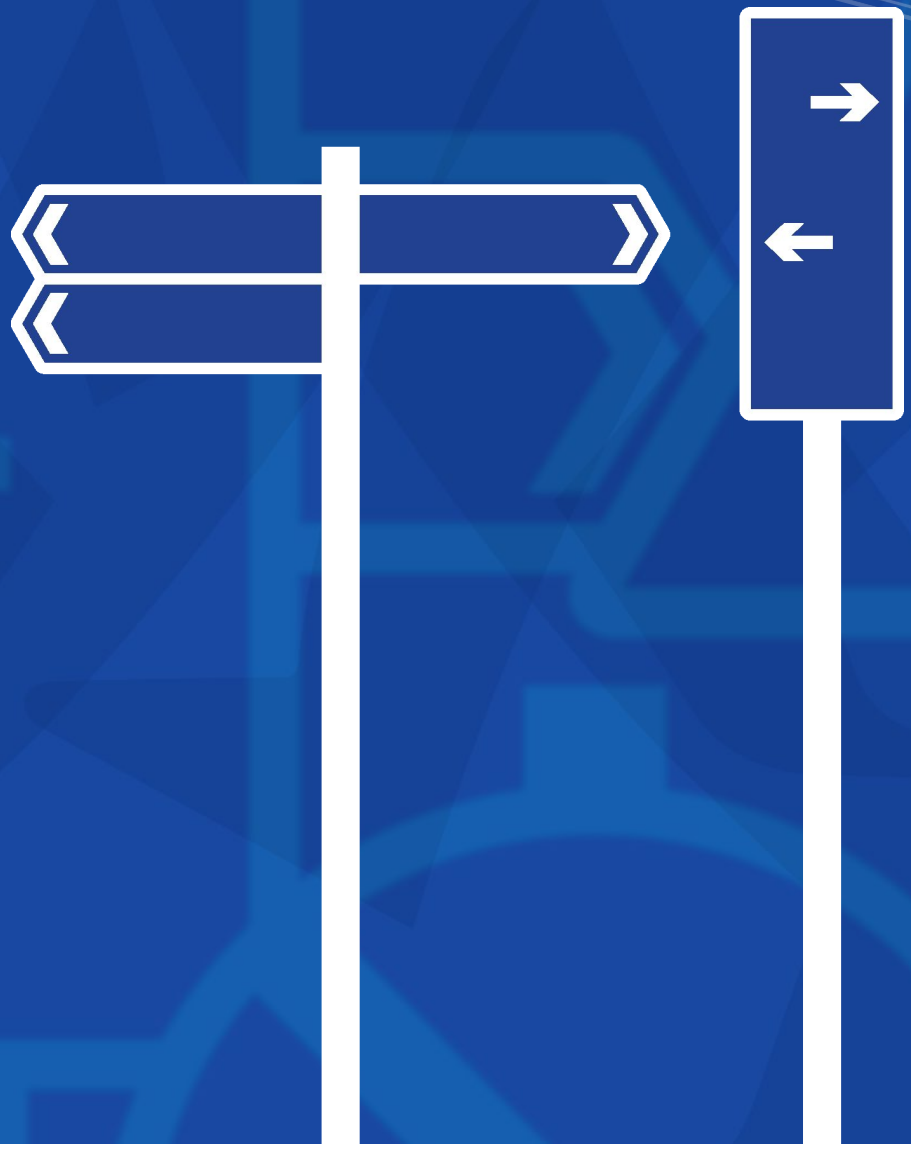
The behavioural system communicates the do's and don'ts of active travel behaviour. It sets out expectations of appropriate behaviour from all users of streets, and serves as a reminder in situations of potential conflict.

The behavioural system provides clarity and removes ambiguity about how users should behave and who can go where, thereby filling any gaps of knowledge users may have about their boundaries while interacting with others on the road. This gives a sense of safety and confidence to people, and improves interactions between users of different modes.

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2. Directional system

The directional system provides information about active travel networks and gives visibility to routes by marking and signposting them. It organises routes according to hierarchy and function, thereby allowing users to conduct both planned and unplanned journeys. A directional system provides predictability and structure, and facilitates active travel journeys that are supported by a system of information which is easily understood. The design of directional signage is based on the rules and elements established by TSRGD to ensure continuity and to ease recognition.



2.1 Approach to a directional system

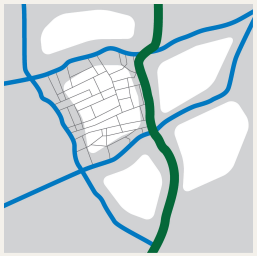
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Creating a directional system requires an understanding of three core structural processes, which are described on the following pages.

1. How to consider, plan and develop a network for all. This approach builds upon the DfT guidance for producing Local Cycling and Walking Infrastructure Plans. It's purpose is to create a coherent and connected active travel network. That is understandable and can be communicated to the public.
2. How to place signs and information, and what type of signs are most suitable in each location. Working from the network structure, the consistent placement of information can be calculated. The more consistent the placement the better for the public.
3. What content is needed on each sign to facilitate efficient movement. This is derived from agreed nomenclature and content hierarchies.

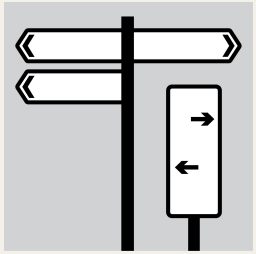
This process is followed by definition and specification of the sign typology used to support the directional system.

1. Network development



Map origins, destinations and points of interest → Assess place names, gateways and arrival points → Identify high destiny destination areas → Assess public realm, routes, infrastructure and align with existing routes to identify route hierarchy → Align routing with future developments and initiatives → Decide coding and naming of routes

2. Sign placement



Identify decision points on network → Deploy approved sign typology based on function → Align with placement principles → Identify opportunities for placemaking

3. Content selection



Identify primary, secondary and tertiary destinations → Assess existing place names and boundaries, and develop place naming strategy where appropriate → Develop asset selection process to align content with information capacity of signage → Deploy destinations throughout network and validate information capacity → Record content hierarchy and selection in national codex standard

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2.2 Network development

2.2.1 The Active Travel Network (ATN)

An Active Travel Network is a single, connected network for walking, wheeling and cycling. It is a concept already in use in Wales, which forms the foundation of the system defined here and on the following pages.

It comprises three tiers of routes: national, regional and local. Local routes, by necessity require further organisation into primary, secondary and tertiary routes to support as many local destinations as possible, while avoiding oversigning.

The guidance in this toolkit supports the development of the local primary, secondary and tertiary route network, however national and regional routes are included to establish the context for how local routes function as part of the national network.

Creating a national approach to network design will require considerable local engagement, debate, and compromise It will also require time to simplify and align the multitude of national, regional, local, accessible, leisure, commuter, coded, uncoded, and designated networks presently in use in the UK, to create a single Active Travel Network.

***National** routes*	Traverse the country connecting regions and major cities.	
***Regional** routes*	County-wide and inter-county, connecting cities, major towns and destinations within a region. They support commuting and recreational journeys.	
***Local** routes*	Connect regional routes, towns, neighbourhoods, schools and local centres, supporting 'local to local' journeys. Linking and encouraging use of public transport modes.	**Local primary routes:** Routes between major centres that connect places, groups of attractions and key arrival points such as transport. **Local secondary routes:** Alternative, potentially quieter, leisure routes, or connect groups of attractions to the primary route network. **Local tertiary routes:** Link single attractions or destinations to the primary or secondary route network.

The guidance in this toolkit supports the development of the local primary, secondary and tertiary route network

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2.2 Network development
2.2.2 Coded routes

Networks are described in many different ways, such as designated and undesignated, named and unnamed, coded and uncoded. For the purposes of this toolkit we have used the terminology coded/uncoded.

Coded routes are numbered or named. For walking and wheeling routes, the codes are often names: Jubilee Greenway, Ebor Way, Coast to Coast trail, The Ridgeway; and support leisure activity such as walking and hiking, or connect people to heritage and cultural destinations. For cycling routes, the 'codes' are often alphanumeric codes – letters followed by numbers, such as N12, C4. Some routes can be coded and named, eg N4 Bristol to Bath Railpath.

Coded routes are essential in simplifying longer, more strategic routes to create a memorable network. This is so that people can follow them over distance. They can also help create an identity for Active Travel Networks, raising their awareness. Coded routes define the national and regional routes, and the local primary cycle routes.

National and regional cycle routes
Ideally coded and each code unique as part of a national system. For these purposes, codes are best when alphanumeric, and prefixed with 'N' for National, and numbered in accordance with their function: single digits for national routes, double digits for regional routes.

Local primary cycle routes
These are also best of coded. They have a strategic role in cycle journeys even at the local level, and codes will create an identity and awareness of the wider Active Travel Network. Alphanumeric codes are best, prefixed with 'C' for Cycle Network. Numbering can be unique within each county (or city for larger metropolitan area), but can be repeated across the country, for example there can be multiple C20's. London is the best current example of this coding application.

Neighbouring counties and jurisdiction will be consulted when developing numbering to avoid duplicates in close proximity. A zoned numbering system across an entire county should be developed before numbering is fixed. Some three-digit numbered NCN routes may be considered primary cycle routes.

TIER		MODE	
		Cycling routes	***Walking and wheeling routes***
National *routes*		**Coded – N1–9**	**Coded – N1–9 Can be named**
Regional *routes*		**Coded – N10–999**	**Coded – N10–999 Can be named**
Local *routes*	**Local primary** routes	**Coded – C1–99**	**Uncoded Can be named**
	Local secondary routes	**Uncoded**	**Uncoded**
	Local tertiary routes	**Uncoded**	**Uncoded**

Coded network

Uncoded network

National coding and the NCN
This toolkit adopts a fundamental change to the coding of the existing NCN. This proposes that the naming is simplified to be a 'National Pathway', eg National 42. This reflects the NCN's purpose and use as walking, wheeling and cycling 'paths for everyone'. The structure and numbering of the NCN is to be maintained.

2.2 Network development

2.2.3 National and regional routes

This page shows a concept structure for national and regional routes.
The development of these routes in detail is not considered in this toolkit.

Presently, there are multiple parts of networks in use for walking, wheeling and cycling, with varying standards managed by different agencies.

12,000 miles of national and regional routes are defined as part of the National Cycle Network, managed by Sustrans. These serve a national, regional and increasingly local function alongside regional and local networks such as in London and Liverpool.

2,500 miles of long distance footpaths and bridleways are defined as National Trails administered by Natural England. These are part of a much larger network of national, regional and local walking trails and pathways managed and maintained by multiple regional and local agencies. There are around 200 walking routes that are over 50 miles.

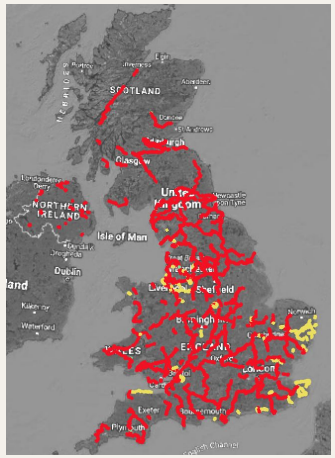
This toolkit advocates for and includes here a concept structure for a national and regional network for walking, wheeling and cycling, while recognising the many challenges and difficulties overlooked in its creation.



National routes
N1 to N9
Long distance routes (usually more than 300 miles, except route 8 and no data for route 9)



National trails
Long distance footpaths



National routes
N10 to N99
Generally ranging from 30 to 300 miles



Regional trails
Generally over 30 miles

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2.2 Network development

2.2.4 Local cycle routes

The development of local cycle routes serves as a catalyst to simplify legibility of the network. They will improve people's ability to recognise and use the network, and will assist authorities to improve poorly connected routes and infrastructure to reduce fragmentation.

The local route network comprises a highly visible, public facing cycle network and a hidden curated network of supported routes. It builds upon the DfT guidance for producing Local Cycling and Walking Infrastructure Plans or LCWIP's.

This toolkit's approach to information design supporting local cycle routes is that it should, like national and regional routes, generally follow TSRGD standards. Where it deviates from the present standards, the presumption is that new signage or approaches will best tested and developed as permitted variants.

- **Primary routes.** High cycle flows along desire lines that link major residential areas to trip attractors such as a town or city centre. **These routes are coded. They can have localised character names.**
- **Secondary routes.** Medium cycle flows along desire lines that link to trip attractors such as schools, colleges and employment sites. **These routes are uncoded.**
- **Tertiary routes.** Low cycle flows along desire lines that support local to local cycle journeys, often providing links to primary or secondary desire lines. **These routes are uncoded.**

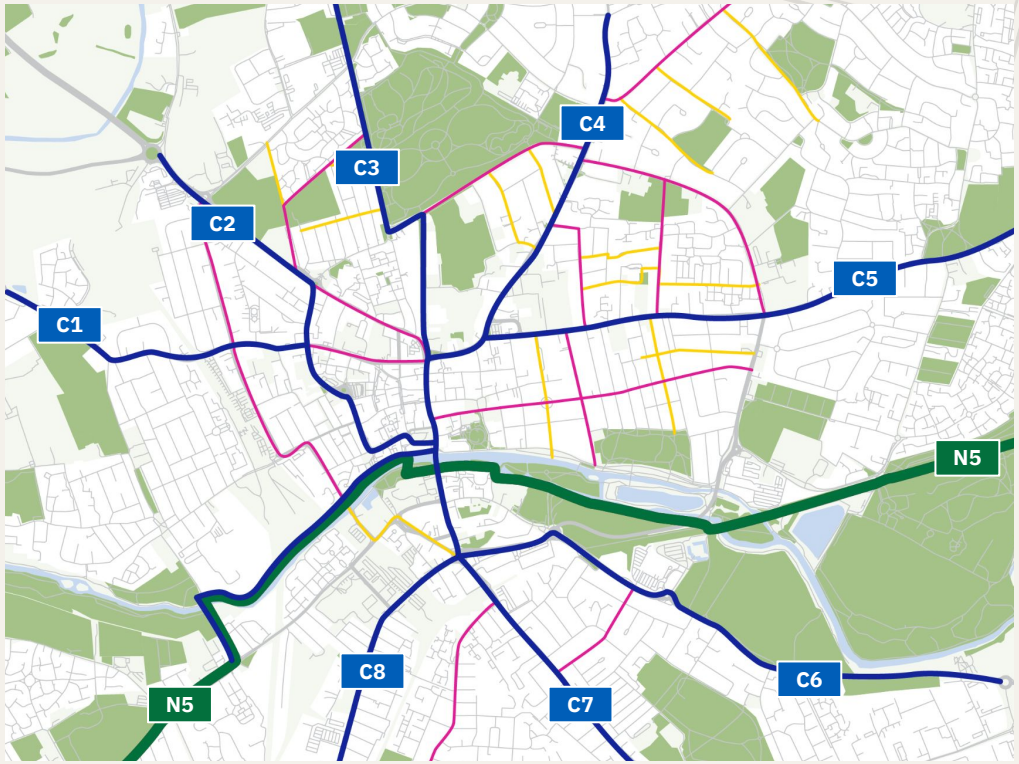


Diagram of a priority route network

Coded National network
Coded cycle network
Secondary uncoded cycle network
Tertiary uncoded cycle network

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2.2 Network development

2.2.5 Local walking and wheeling routes

The development of local walking routes serves as a catalyst to simplify legibility and movement, and remove, integrate and improve existing poorly connected routes to reduce fragmentation. *Where possible it should be aligned with the development of local cycle routes*. Alignment would offer an additional layer of simplicity in following longer routes.

The local route network comprises a hidden curated network of routes supported by wayfinding information. The local route network has no coded or named routes, however, it should connect with named national and regional walking and wheeling routes.

This toolkit's approach to information design supporting local walking and wheeling routes is that there is a choice to decide whether TSRGD standards or a bespoke branded standards are desirable. Many urban areas deploy branded standards while suburban and rural areas tend towards TSRGD standards. Any deviations from TSRGD will best tested and developed as permitted variants.

- **Primary routes.** Main walking and wheeling routes between major centres that connect places, groups of attractions and key arrival points such as transport. They should offer safety, good accessibility, clear visibility and high natural surveillance.
  These are uncoded routes.
  They can have localised character names.
- **Secondary routes.** Can be either supplementary routes between places, i.e. they offer alternative, potentially quieter, leisure routes, or connect groups of attractions to the primary route network.
  These are uncoded routes.
- **Tertiary routes.** Link single attractions or destinations to the primary or secondary route network. They should only be included if they have good accessibility and safety.
  These are uncoded routes.

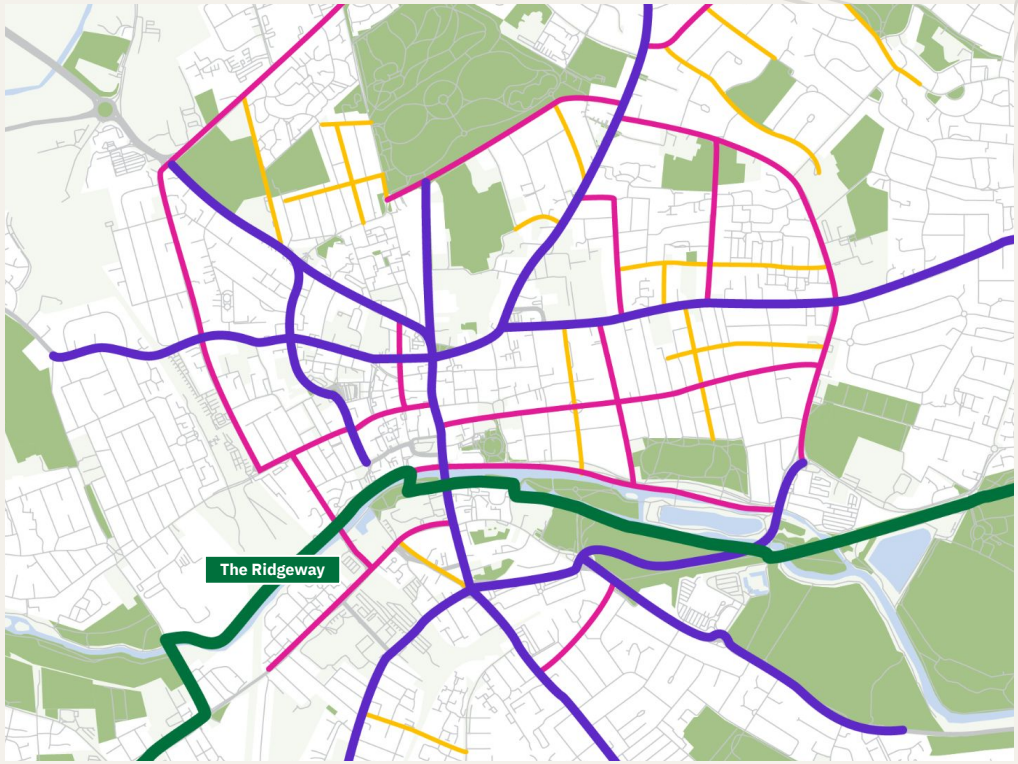


Diagram of a priority route network

Primary route
Secondary route
Tertiary route

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2.3 Sign placement

2.3.1 General considerations and principles

How to place information in the public realm to increase people's safety, system predictability and usability.

Safety

Carefully consider the environment in which signs are placed. Consider lighting, vista's and isolated paths. Ensure placement does not cause obstruction, distraction or confusion. Ensure signs are not difficult to read, obscured or obstructed by lighting, vegetation or poor maintenance.

Accessibility

Information must be placed so that it is usable and accessible for people with a range of differing abilities and needs. Where a person may be expected to stop and study information, it should be at an accessible height and located in a position where someone using a mobility device can pull up and read detailed information.

Flow

Where continuation of speed and flow is important, do not place information if it requires people to stop or change direction quickly.

The right information in the right place

- ➔ Place maps in locations where there is a high density of destinations and where it is important to help build a mental map of a place.
- ➔ Place directional signs where there is a need to allow faster flow of movement or nudge people towards a limited number of destinations.
- ➔ Place advanced directional signs carefully. Too far from a turn could lead to accidental turns into driveways, private accesses or restricted paths.
- ➔ Use advanced, diagrammatic signs to show cyclists the complexity of upcoming junctions. It makes their route choice easier allowing them focus on other roads users and pedestrians at points of conflict.

Clutter

Remove redundant signs, repeated information or damaged signs. Where practical and provided information remains clear, combine co-located information onto a single panel.

Continuity

A signed route should appear continuously throughout the whole journey. Where this is not possible and a section of route is signed, provision must be made for the end of the route to connect to other active travel facilities.

Certainty

While it is inevitable that the regional network will be implemented in stages and parts, a supported network route should never simply end. This creates uncertainty and can negatively impact behaviour. Where a section of route ends, use 'Cyclists Rejoin Carriageway' signs in preference to the uncertainty implied by 'Cyclists Dismount'.

Special areas

Where routes cross historical, architectural or natural areas, restrictions on the appearance, materials or number of signs may be necessary. Additional consultation or alternatives to standard signing including road markings, custom sign designs or environmental treatments and urban design to convey paths can be considered.

Coordination

Note if adjacent jurisdictions have wayfinding signage or if proposed signs may be on private land. Ensure content and placement is integrated to ensure a seamless experience for the public, avoid clutter and coordinate to arrange any necessary easements or permissions.

Conditions

Users will select routes and journeys according to a range of personal factors including directness, suitability of the surface, personal risk threshold, disability and physical effort. The network conditions that are suitable for one person may not be as suitable for all. This can be adjusted in the development of the network. In locations where network options are limited, a site assessment can determine where additional signage and information can empower people to select alternatives or if they wish to continue.

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2.3 Sign placement

2.3.2 Decision points and route supporter typologies

Information is used most at the decision points in a network. There are different decision points: route start, end, cross, merge and diverge. On lengthier route sections decision points can be confirmation that encourages people to continue their journey. Decision points can be categorised and supported by information:

- **Welcome points.** Points of entry to an area. Supported by map-based, signs showing an area overview. They allow people to develop their mental maps of places, plan their onward journeys by different modes, and understand local connectivity.
- **Major decision points.** At the intersection of primary and secondary routes. Supported by map-based, local area signs. Located in areas of high density destinations they allow people to both plan their next steps and find local places. For older people they can also indicate gradients, amenities, toilets and resting places.
- **Minor decision points.** At the intersection of secondary and tertiary routes. Supported by signs that nudge people between destinations and the primary route.
- **Arrival points.** Points of arrival to places or destinations. Supported by threshold signs clearly identifying the name of the place or destination.
- **Confirmation points**. Points on a long or irregular section of a route that is unsupported by other wayfinding information. Supported by signs that provide people with route confirmation or onward destination information.
- **Education points.** Located at points of interest. Supported by educational signage that describes places, providing enriching information benefitting the user. These include heritage, nature, geographical, and other interpretative information.

At each points people require information to help orient themselves, plan a journey, locate a destination or engage and connect to places. It is important to recognise that many decision points are multi-functional – a welcome point could also be a major decision point – and is why signs have different elements such as maps, directional information, addresses and indexes.



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2.3 Sign placement

2.3.3 How urban form and information density influence sign typology

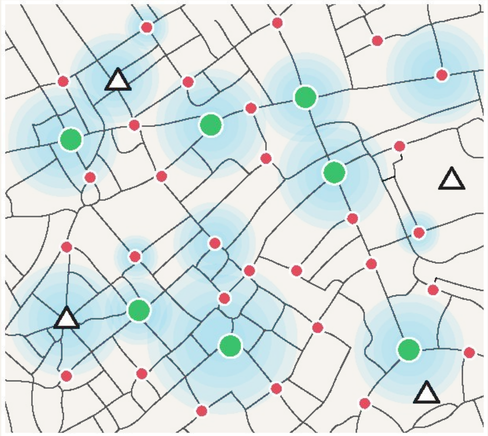
The complexity of the urban form and density of destinations are the critical factors in determining network density and which sign types are best to support movement and legibility.

Places which have a high information density are best represented and supported by map-based signage. Long lists of destinations of more than five or six in any one direction are difficult to read and follow.

It is important to note as on the previous page that map-based signs will also have a directional element, with destinations curated as part of an information hierarchy and selected based on their significance to the user and place.

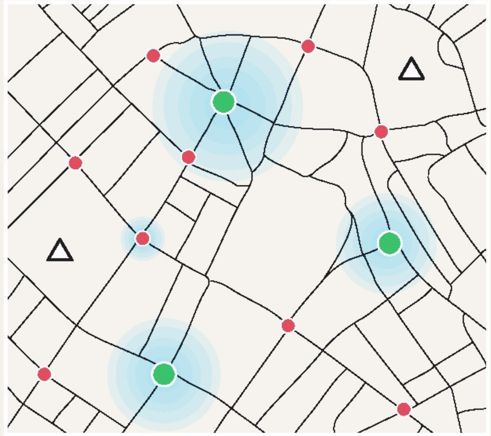
- Density of destinations
- Maps
- Directional signs
- Landmarks

Crowded places ← → **Less crowded places**



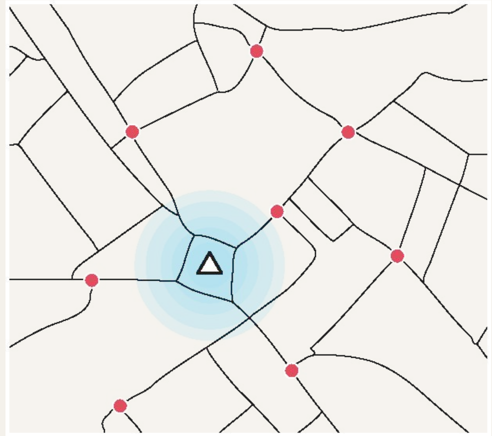
City/town centres

City/town centres: are areas with a high density of destinations. These areas benefit from map-based, destination-oriented information that provides an overview about what is around the area.



Suburbs

Suburbs: are areas that do not have a high density of destinations, but may be located adjacent to a high-density area. These areas benefit from a mix of map-based and directional information systems that inform and guide users to their desired destinations.



Villages

Rural/village settlements: are areas with a low density of scattered destinations. These areas call for directional, confirmatory information that guide and reassure users that they are on the route to their destinations.

← → **Density of information**

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2.3 Sign placement

2.3.4 How to consider non-verbal wayfinding

Understanding where you are and which way to go is much more than reading information. Placemaking, as a technique that uses environmental and social factors to create and support place identity is critical in supporting people's sense of place. Unique and memorable places not only impact experience, but they create place memory and establish landmarks in people's minds. They have a clear role in optimising active travel networks.

Placemaking takes different forms: artwork, public installations, sculptures, placenames, landmark public places and buildings. In situations where there is a potential for oversignage and/or overcrowding of information elements, placemaking features are best used to establish a sense of identity through landmarks.

They serve two purposes: they create a sense of identity attached to the place, and they help in user navigation by acting as a reference point during their journey.

Good placemaking reflects local history and culture to create a unique local identity and sense of place.

Placemaking

Placemaking features can ease the load of navigation borne by signage and allows for quick recognition of places. When paired with supporting information, it serves as an anchor to which directional information can be attached.

The different forms of placemaking can be factored into wayfinding in four ways:

- **Naming**. Names are evocative and can immediately give people an understanding of arrival and a sense of a place. This, along with bespoke design elements on signs enhance local character.
- **Thresholds**. Not all places have a definite sense of arrival and marking thresholds is critical to support the arrival experience. Their placement can align with intuitive boundaries, and be recognised within the network and naming structures.
- **Interpretative information**. Layering information about a place, describing the environment strengthens the connection between people and places, and draws attention to details that can easily be missed.
- **Landmarks**. Including landmarks and environmental features on mapping will connect people to their environment through recognition.

All placemaking elements in wayfinding can only build on the structure of the information in the environment. Hence it is important to carefully consider what makes places what they are to capture the spirit or essence of places before deciding how they can be reflected in wayfinding.



Public art and placemaking
Example of how public art can help in creating a sense of place and provide an area with a unique identity. In this case a colour sculpture acts a threshold marker of the Albert Dock in Liverpool.

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2.4 Content selection

2.4.1 Hierarchy of destinations

Primary destinations

These are intended to be bookends/terminal points or stepping stones for cycle journeys. Therefore they must by their very nature be people/journey generators.

1. **Towns above 10,000 population** where population centres are the main drivers for movement. It makes sense that the larger the population, the more likely they will be at the start or end point of journeys.
2. **Towns below 10,000 population.** Once the network of larger towns is plotted, there will be gaps in the network that this category can fill.

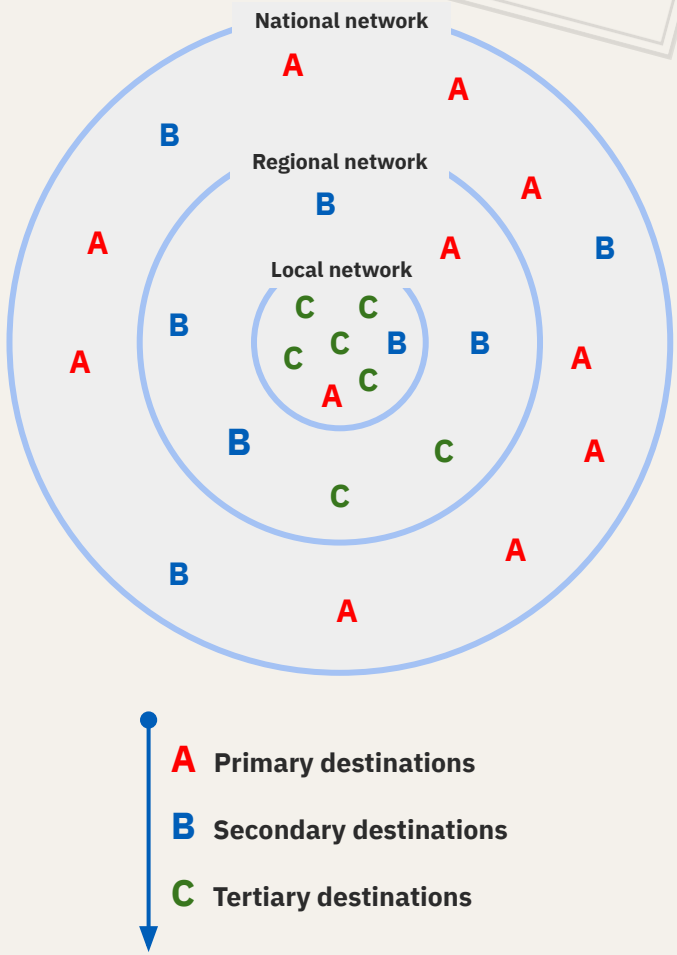
Secondary destinations

Included on signs once a main town has been reached. Or if these destinations are in between towns or adjacent they will be included sooner.

1. **Major neighbourhoods within larger towns**
2. **Smaller towns**
3. **Leisure and tourist destinations** – e.g. Sports venues and stadia, National Trust, English Heritage, Country Houses, Theme Parks, Wildlife Parks, Nature Reserves, AONBs, Wetlands etc.
4. **Major employment centres** – e.g. Industrial parks
5. **Major retail centres** – e.g. high streets, shopping centres

Tertiary destinations

1. **Neighbourhood amenities** – e.g. local shops, community centres
2. **Civic amenities** – e.g. council offices, libraries, police stations
3. **Recreational areas** – e.g. parks, recreational areas
4. **Public transport stations and hubs**
5. **Schools and hospitals** (safe routes to schools and hospitals are crucial for a local cycle network)



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2.4 Content selection

2.4.2 Naming and the codex

It is not possible to sign all destinations from all locations and a selective approach to which destinations are shown on signs is essential.

It is also essential that all guides and descriptions of an area use the same naming and coding. This is so that all tools connect and deliver one structure for the public to benefit from.

An information hierarchy and asset selection criteria is the best method to facilitate the progressive disclosure of information to help refine content.

Sign content for national and regional routes will tend towards major locations to get people from place to place, while at the local level in higher information density areas, the limited capacity of directional signs will require careful consideration of which places should be included.

The following page sets out in broad terms how to decide content at all levels of the hierarchy.

Naming

Place names are fundamental to any wayfinding system. These names are part of everyday use in the way people describe places, they are often recognized but not usually publicly agreed and formalised. A place can be a landmark, street, area, neighbourhood, or district. They support the principles of progressive disclosure and stepping stones.

Not all places that can be named have formal or agreed names. The practical application of the addressing system, i.e., what areas are called, is best discussed and agreed at a local level in particular with regard to local area and neighbourhood names.

The methodology for establishing place naming is based on a planned process and undertaken in three stages: preliminary selection, qualitative selection, and functional selection. This process will be developed and refined through the project pilot process.

Codex

The curation of the naming and content selection will develop into a national codex. This is developed from local consultation and engagement and will include every region. The Codex will be comprehensive and include all destinations that hold an appeal for users. These destinations are often recognisable, attract a wide audience and are visually prominent within the environment.

Hierarchy and names
Example of a hierarchy of place names developed for London, which functions as can be seen, as an addressing system. This hierarchy informs how the principle of progressive disclosure is applied and when names start to appear on signage.



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2.5 Directional signs typology

2.5.1 Standard system overview

The design of directional signage is based on the rules and elements established by TSRGD to ensure continuity and ease recognition.

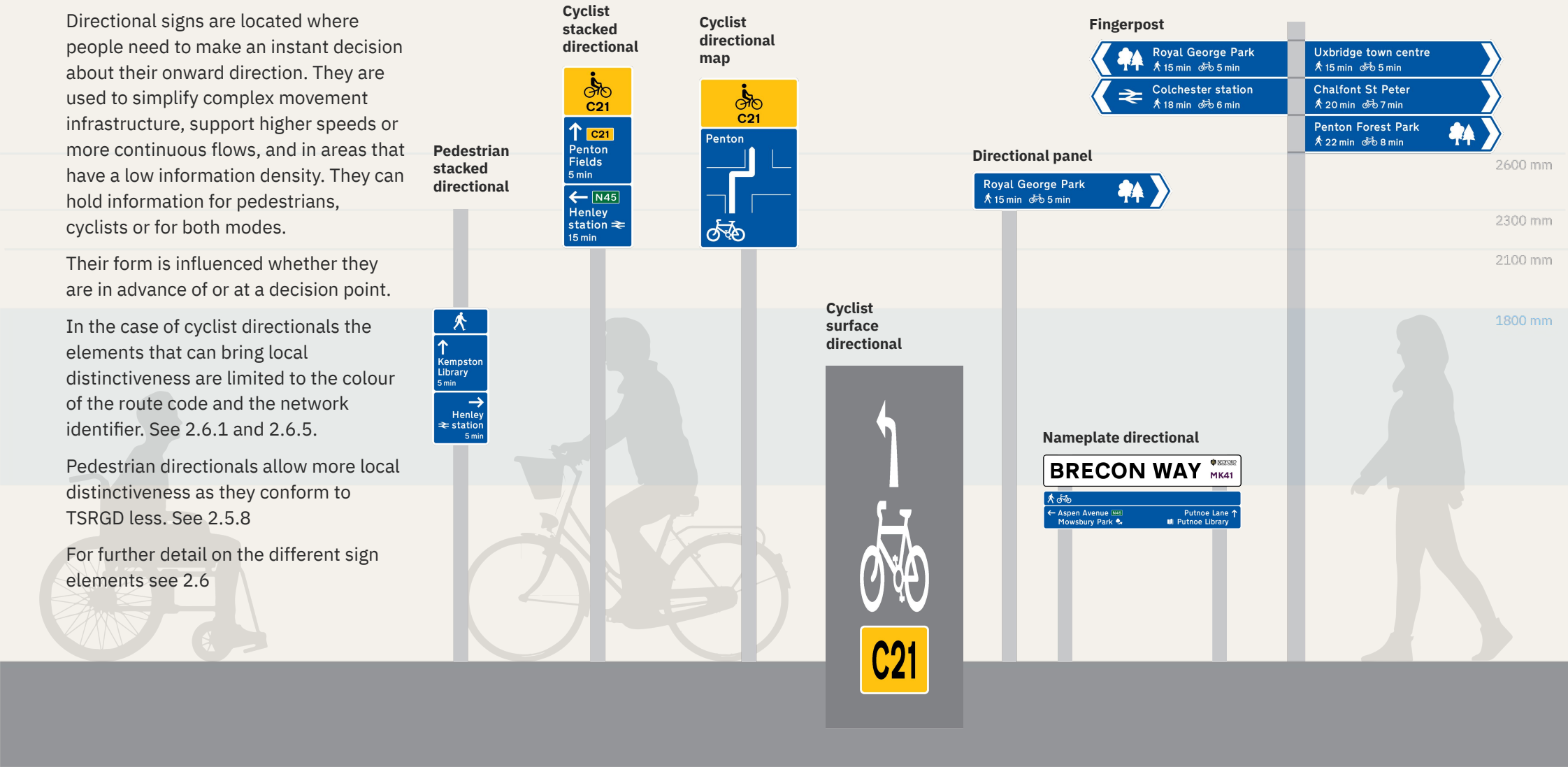
Directional signs are located where people need to make an instant decision about their onward direction. They are used to simplify complex movement infrastructure, support higher speeds or more continuous flows, and in areas that have a low information density. They can hold information for pedestrians, cyclists or for both modes.

Their form is influenced whether they are in advance of or at a decision point.

In the case of cyclist directionals the elements that can bring local distinctiveness are limited to the colour of the route code and the network identifier. See 2.6.1 and 2.6.5.

Pedestrian directionals allow more local distinctiveness as they conform to TSRGD less. See 2.5.8

For further detail on the different sign elements see 2.6



2.5 Directional signs typology

2.5.2 Pedestrian stacked directional

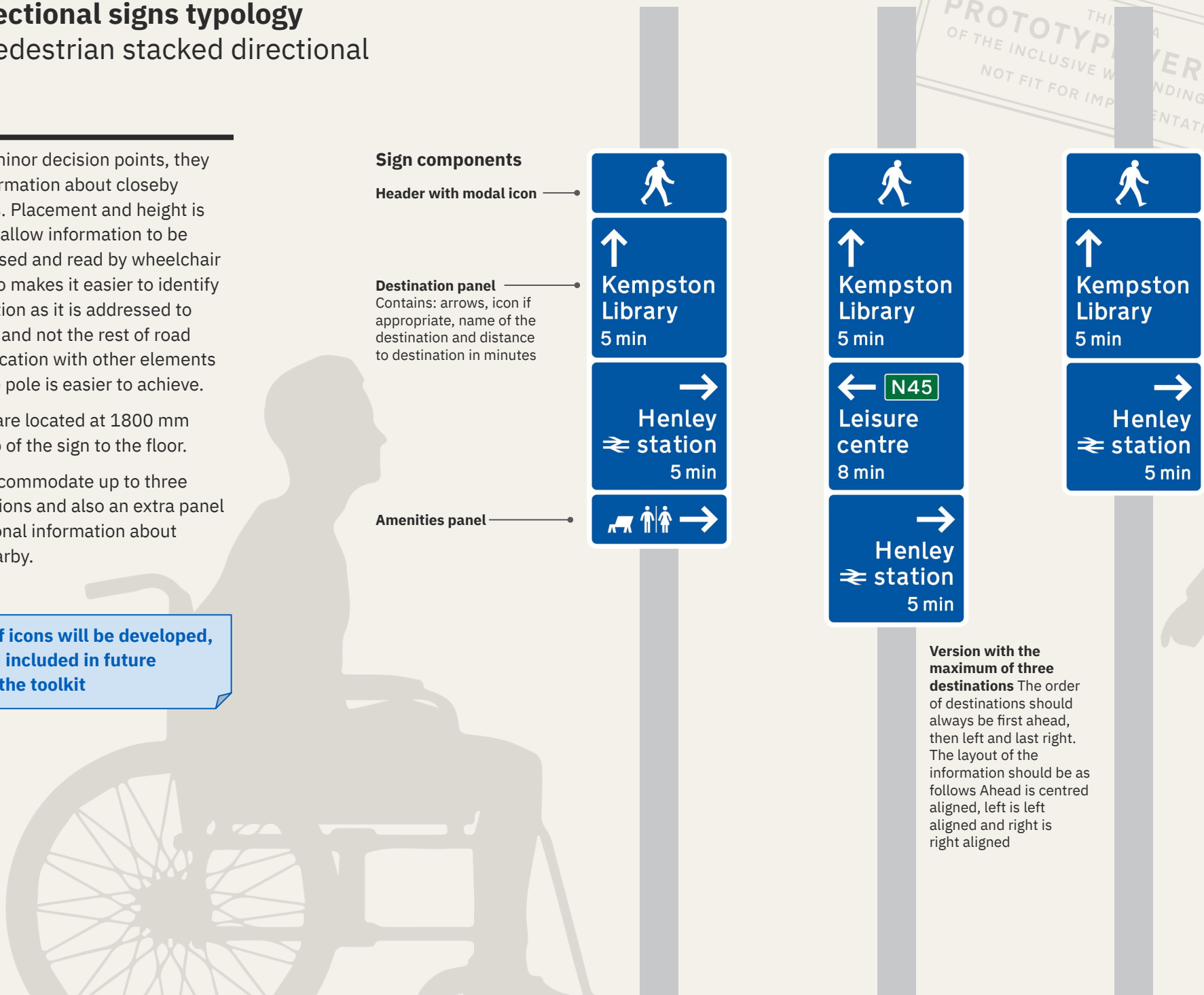
Located at minor decision points, they provide information about closeby destinations. Placement and height is designed to allow information to be easily accessed and read by wheelchair users. It also makes it easier to identify the information as it is addressed to pedestrians and not the rest of road users. Co-location with other elements on the same pole is easier to achieve.

The panels are located at 1800 mm from the top of the sign to the floor.

They can accommodate up to three destinatinations and also an extra panel with directional information about facilities nearby.

Final set of icons will be developed, tested and included in future version of the toolkit

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Version with the maximum of three destinations The order of destinations should always be first ahead, then left and last right. The layout of the information should be as follows Ahead is centred aligned, left is left aligned and right is right aligned

2.5 Directional signs typology
2.5.3 Cyclist stacked directional

These are located on major decision points on coded cycle routes. Its narrow design makes it more appropriate to use in urban areas where the space on the pavement is limited.

Cycle directionals on roads need to follow TSRGD guidance. Any deviation needs to be approved by the Department of Transport.

Panels are located at a minimum of 2100 mm from the floor. They are intended to accommodate up to three destinatinations.

Principle of thinking fast & slow
Information that is available on a sign is directly connected to its placement and purpose. The system is devised to work closely with the principle of thinking fast & slow. Outlined by Daniel Daniel Kahneman, it is the principle of designing messages that tap into two ways that people think: immediate, intuitive 'fast' thinking, and considered, engaged, 'slow' thinking. It is best to design information suited to 'fast' thinking where the need is immediate, and 'slow' thinking when the public has time to consider.

Sign components

Header with modal icon and route code
The colour of the background panel and the modal icon or identifier can change to allow for local distinctiveness. The chosen colour needs to be consistent every time the route and network appears on signs

Destination panel
Contains: arrows, icons if appropriate, name of the destination, distance to destination in minutes and the code of the route to take to get to the destination





Version with the maximum of three destinations. The order of destinations should always be first ahead, then left and last right. The layout of the information is intuitive where possible. For example, alignment follows the direction of the destination. Ahead and left is left aligned and right is right aligned. This is an application of fast thinking – sometimes called intuitive design.

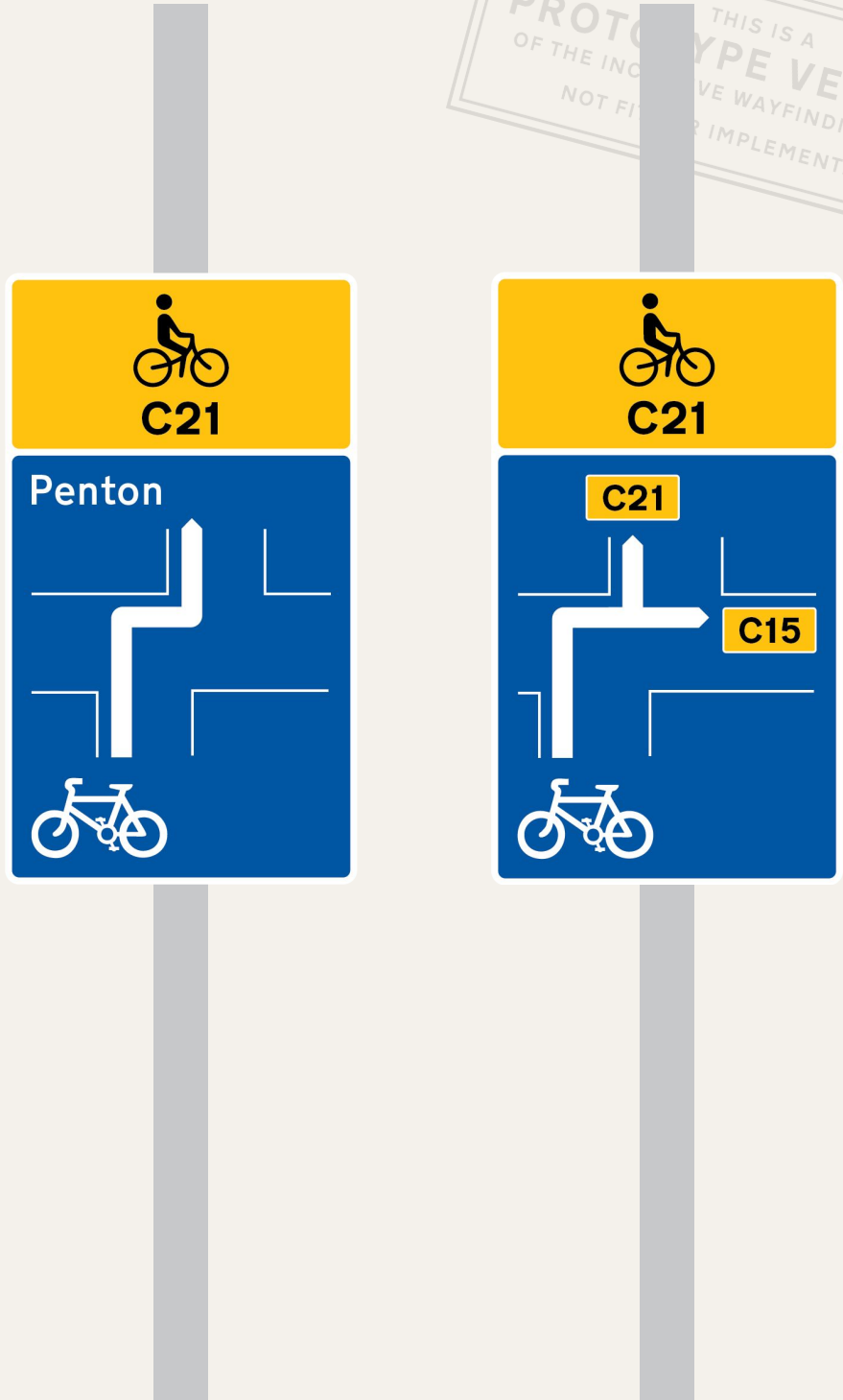
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2.5 Directional signs typology
2.5.4 Cyclist directional map

They are used as additional support at complex junctions and explain, using a diagrammatic map, the action cyclists need to execute in order to follow the route. They are useful in advance of junctions to help cyclists identify the complexity of junction ahead before it is reached.

Panels are located at a minimum of 2100 mm from the bottom of the sign to the floor.

Sign components



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THIS IS A PROTOTYPE VERSION OF THE INCLUSIVE WAYFINDING TOOLKIT NOT FIT FOR IMPLEMENTATION

2.5 Directional signs typology

2.5.5 Cyclist surface directional

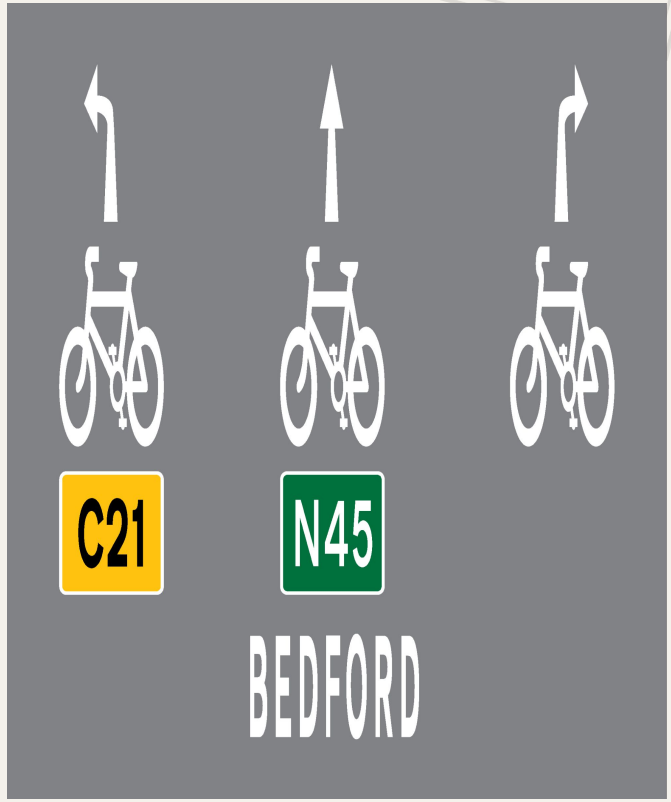
They are oriented in the direction of travel and positioned close to intersections/decision points. These type of directionals have three functions:

- ➔ To indicate direction on a cycling route, coded or uncoded
- ➔ To suggest the side on the road where cyclist should ride
- ➔ To alert other users of the road being used by cyclists

Sign components



Route code
The route code is only attached to the directional when it's directing to a coded route



This kind of directional can appear without the code when it's directing to an uncoded route. It also can show the destination towards the coded route or uncoded route is pointing to

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2.5 Directional signs typology

2.5.6 Directional panels

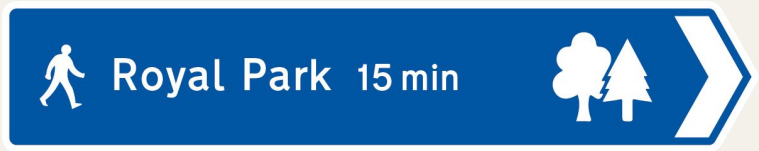
Variations based on type of information

Directional panels are located at decision points where people require decision making about their onward direction. They can be intended for pedestrians, wheelers and cyclists, or for all modes in the same panel. They are positioned at a minimum of 2100mm from the floor.

The sign components vary depending on the type of network, coded or uncoded, the sign is located on and the distance to the signed destination.

Chevron end signs provide direct instruction and must only be used at the decision point or turn.

For more information about time and distance on signs please see 2.6.6.





Pedestrians
When the information on the panel is exclusively for pedestrians, the pedestrian modal icon appears either at the left of the destination, or ahead of the time. Pedestrian distance is always expressed in minutes.



Cyclists on local coded routes
When the panel is located on a local cycling coded route the identifier and the code of the route appear at the left of the destination. On local cycling networks distance is always expressed in minutes.



Pedestrians and cyclists distance
On directionals located on uncoded routes and aimed to both modes the modal icons appear under the destination with the distance expressed in minutes.



Cyclists and pedestrians on national or regional routes
On directionals that give information about a national or regional walking and cycling network the code of the route appears at the left of the destination. When the distance to the destination exceeds 20 min walking, it does not appear on the panel. Distance will be shown on a route destination panel.

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2.5 Directional signs typology

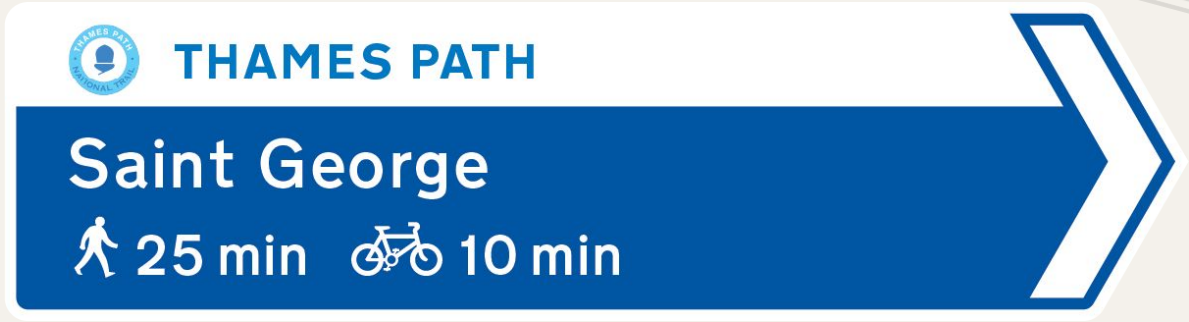
2.5.6 Directional panels

Named paths variations

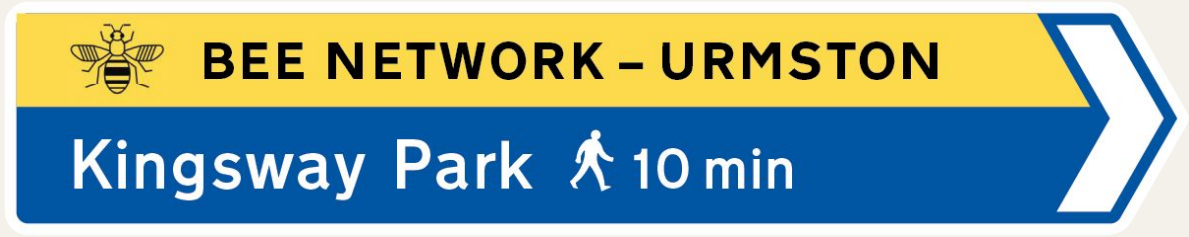
Where walking, wheeling and cycling routes within a network are named or coded, it can be displayed on the direcional panels.

This will provide awareness of a named route or route destination. It will also provide continuity of information and enable people to follow the right path.

Where the route has an unique identifier, such as a logo or brand, it can in principle be displayed along with the name. However, it is to be noted that brands can and do change. The longevity of the brand should be considered alongside how recognisable and useful it is for people following the route, before deciding if it is to be included. Some trails are marked only with the logo, which become as important as the name for continuity.



Named path for pedestrians and cyclists showing the identifier or symbol of the route



Named path part of a Manchester Bee Network route for walking and wheeling



Named path part of a national or regional network

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2.5 Directional signs typology
2.5.6 Directional panels

Sign layouts and information capacity

The number and size of the panels necessary to display the information needed varies depending on the number of destinations and the modes the information is addressed to.

The following applies to directional panels aimed to a single mode or routes of combined modes when distance is not displayed:

- ➔ One or two destinations can appear on a single panel
- ➔ When three destinations are displayed they appear on a taller panel
- ➔ If there are more than three destinations the information will be split between different panels

On panels where time to destination is given for both modes only one destination per panel should be shown.

Regardless of the direction the panel is pointing to the information should always be left aligned.

Single mode or both modes with distance not shown



One destination



Two destinations

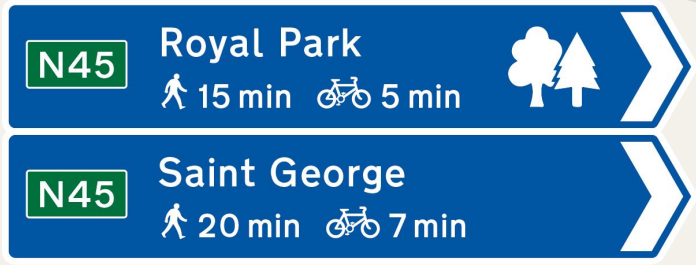


Three destinations



More than three destinations

Both modes when distance is shown



Two destinations

Information should always be left aligned regardless of the direction of the information



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2.5 Directional signs typology

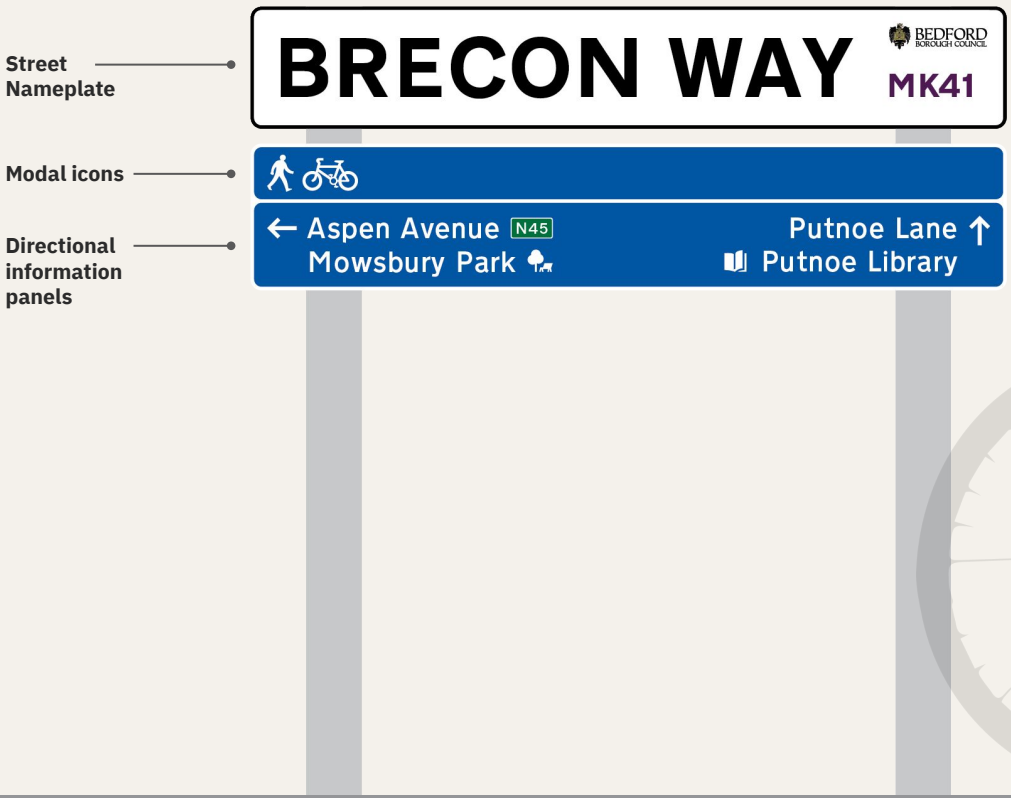
2.5.7 Nameplate directional

Local directional information for pedestrians and cyclists can be added to Street Nameplates. These utilise the same information hierarchy of destinations described in 2.4.1. These destination will be mostly local and in close proximity, therefore times to get to the destination are less relevant.

This sign will help users build mental maps of the area and will nudge them in the direction of the close-by destinations. The use of the sign type in every street corner provides full coverage of destination on the local area.

To reduce prevalence these are placed and support the local uncoded route networks. Use of existing street and road signs saves money and regulatory issues, making the system more affordable and implementable.

Sign components



2.5 Directional signs typology

2.5.8 Fingerposts

Fingerposts are designed primarily to be used by pedestrians at decision points that lead to multiple directions and destinations.

This sign type can accommodate larger amounts of information than the rest of the directional signs. Because of the speed at which cyclists move, this sign type is not suitable for them, unless these are placed in intersections where cyclists can reduce their speed and safely interrogate the information.

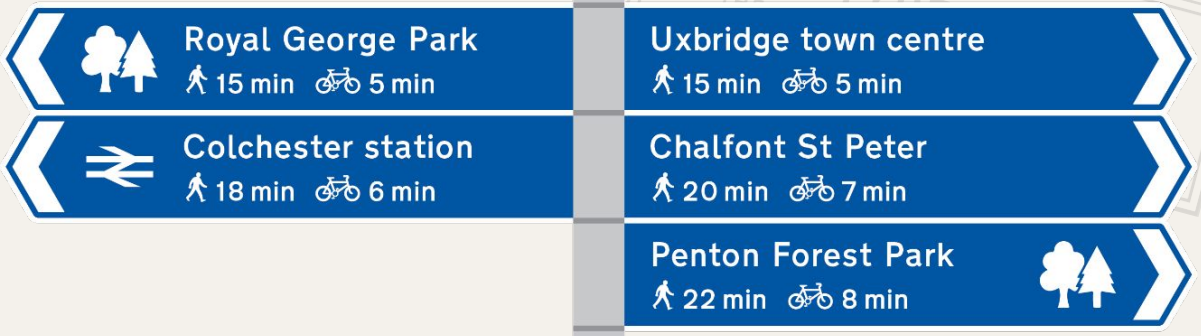
This sign is double-sided and so can be read from two directions.

To be used in locations with larger density of destinations. It allows for up to five destinations per direction. The angle of the different directions must be at least of 60 degrees.

Sign components

Destination and icons

Modal icons And time to destination



Combined modes

Even though this sign type is more suited to display pedestrian information only, in the right locations it can display combined pedestrian and cyclist information. In these locations the information capacity is reduced from five destinations per direction to three.

2.5 Directional signs typology

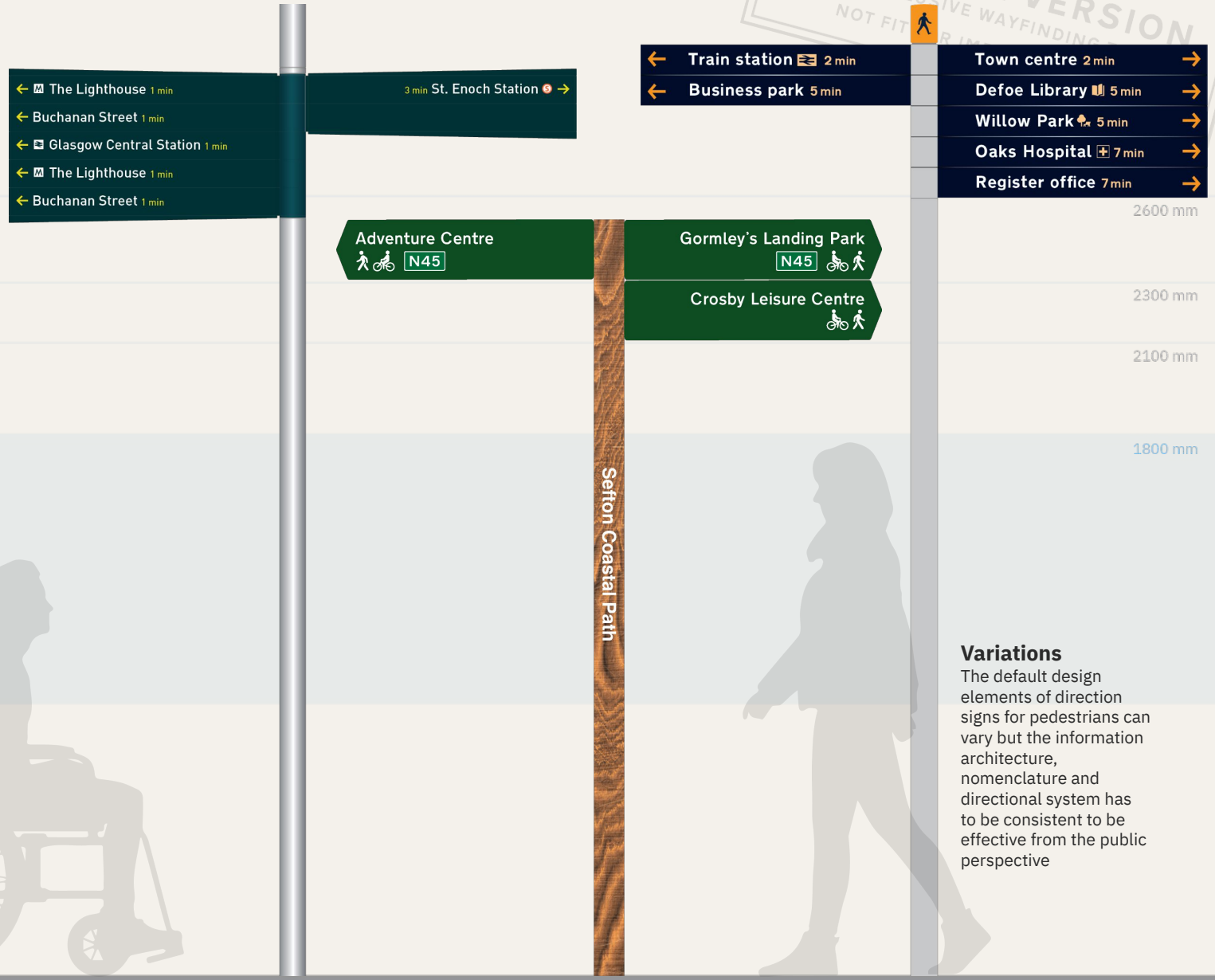
2.5.8 Fingerposts

Local distinctiveness

The environment for signage on pathways that exclusively support walking and wheeling is less regulated or standardised. This allows for more flexibility and character in design. Distinctive branded systems that are part of an area's scheme can therefore be accommodated.

The sign content and information: destinations, use of icons, coding, distances, is most effective when consistently applied. The shape, graphic identity, and materiality of signs can accommodate local, cultural and heritage characteristics.

This approach supports the principles of placemaking and how wayfinding can support a sense of identity and place, whilst working within a predictable system that the public has learnt to use.



Variations

The default design elements of direction signs for pedestrians can vary but the information architecture, nomenclature and directional system has to be consistent to be effective from the public perspective

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2.6 Sign elements

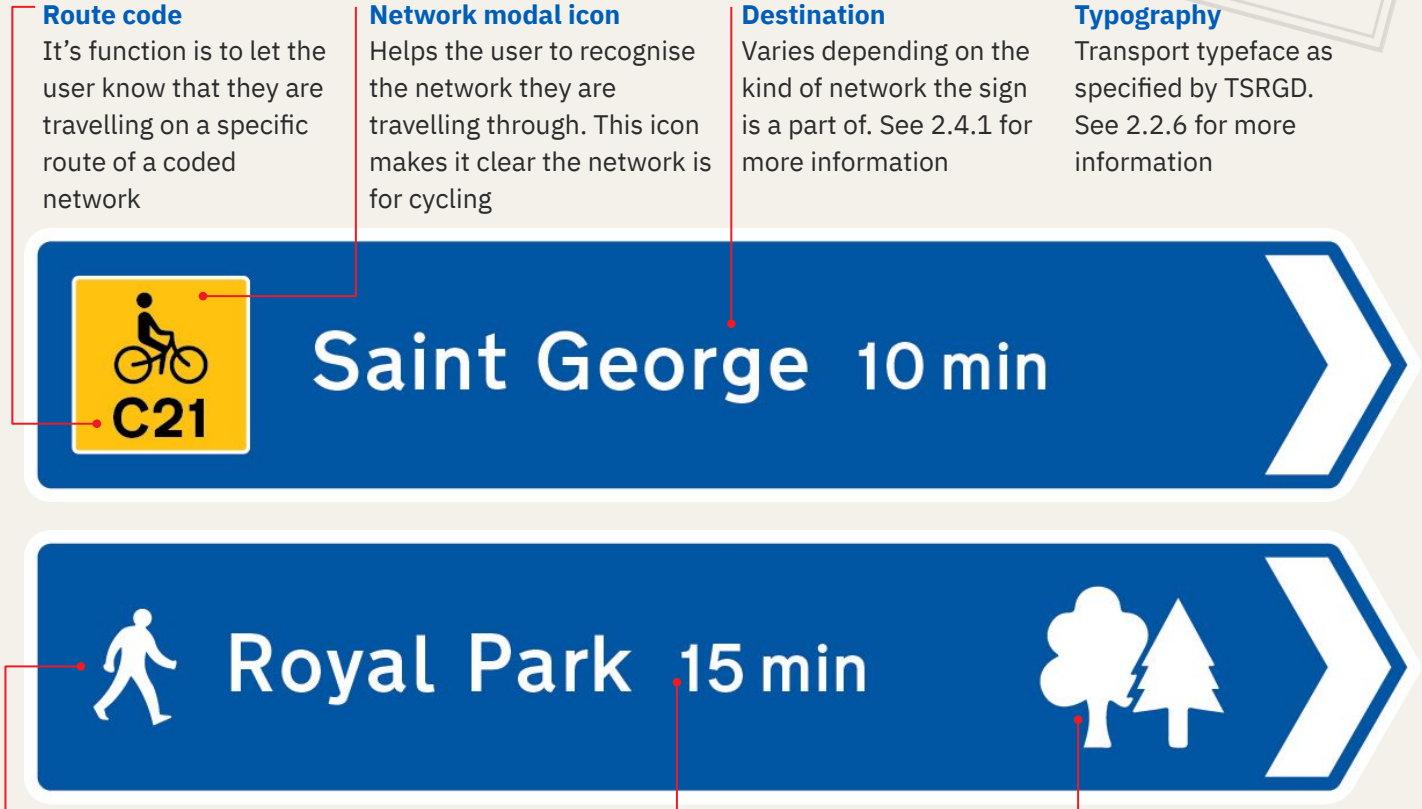
2.6.1 Overview

The information on directional signs, regardless of the mode, is composed of the same building blocks. Whilst the graphic representation of some elements may vary, the hierarchy of elements must be consistent so that the public are not confused or forced to over-think.

The building blocks that appear on the sign depend, in the case of cycling, on whether the route is coded or uncoded.

Coded routes will always show the code of the route, with or without an identifier or brand of the network. Uncoded cycling routes and walking and wheeling routes will not have a code and can have one or two modal icons.

All sign elements are briefly explained on the right and explained in detail on the following pages.



Route code
It's function is to let the user know that they are travelling on a specific route of a coded network

Network modal icon
Helps the user to recognise the network they are travelling through. This icon makes it clear the network is for cycling

Destination
Varies depending on the kind of network the sign is a part of. See 2.4.1 for more information

Typography
Transport typeface as specified by TSRGD. See 2.2.6 for more information

Pedestrian icon
Networks for pedestrians are uncoded unless they are named routes, therefore the pedestrian modal icon appears on it's own and without a with a code

Colour
Blue with white lettering. See 2.6.3 for more information

Time/Distance
Distance appears in an agreed standard, This toolkit proposes minutes. If the time is greater than 20 walking minutes it does not appear. It will appear on a separate sign: a route destination panel. See 2.6.6 for more information

Destination icon
Some destinations, in order to make them better understood, can have icons

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2.6 Sign elements
2.6.2 Typography

Typeface

Transport typeface is used across all directional signs. It is the TSRGD standard for all signs placed adjacent to roads and addressed to road users.

Pedestrian directional signs, because of its placement not being adjacent to the road, does not necessarily need to follow TSRGD. However, for consistency and easy recognition, its use is recommended.

Type size

Sign design should follow the basic guidance provided in the Traffic Signs Manual. Lettering x-height is suggested as 25mm for most on-street situations, with a range from 20 to 40mm based on engineering judgement including design speed, visibility and use. Larger x-heights may be required for legibility of Map Directional signs.

These elements will be further tested and qualified during the pilot programme.



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2.6 Sign elements
2.6.3 Colour

To generate legible contrast this toolkit recommends that lettering and symbols are coloured white and background colour a dark blue: PMS 287.

On national and regional markers the lettering of a route code can be white over green, PMS 349.

On local cycling networks it is recommended that the lettering of the route code is black over yellow, PMS 130. Or another local cycling route colour.

Sign borders and code boxes borders, where applicable, are white.

Icons next to destination are always white.



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2.6 Sign elements
2.6.4 Icons

Pictograms are used to support destination and directional awareness. Not only do they provide a more efficient means of communication, they save space on signs.

Pictograms can also be helpful as a visual way to express information to people who do not read English or people with cognitive impairment.

Final set of icons will be developed, tested and included in future versions of the toolkit



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2.6 Sign elements
2.6.5 Route code

The code identifies the route and network that the cyclist or pedestrian is using, or heading to, in order to reach a destinations. It also allows people to safely explore the network.

In the case of cycling networks they can can be national, regional and local:

- **National and regional routes** are coded with the letter N followed by up to two digits, using white lettering over green. Existing three digit networks should be considered part of the local route structure where possible.
- **Local cycling routes** should be coded using uppercase letter C followed by one or two digits. Lettering and cycling symbol should be black over yellow for contrast and visibility. Other colours associated with a local network brand can be used if they provide good contrast.

Codes always appear using a square or a rectangle depending on the application.



Depending on the application the route code appears on a square or on a rectangle, like in the case of a cyclist stacked directional



Example of local cycling networks using different colour and modal icon



National are regional networks are always represented with white lettering over green back panel

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2.6 Sign elements
2.6.6 Time and distance

The choice of unit of measurement for distance can vary with a set of guidelines.

Longer distances such as those on national and regional routes are best expressed as miles. It is commonly used at present, is generally better understood when on longer journeys, and it provides greater accuracy of distance because it is independent of journey speed. These are best indicated on route destination panels, much in the same way as on the highways as defined in TSRGD.

Shorter distances such as those on local routes, or for slower modes of travel, such as walking and wheeling, are best expressed as time.

The scale of a local network is smaller, and people's journeys are more likely to be at a human scale, and time is a more readily understood scale for people moving locally. Shorter distances do not quickly lose accuracy depending on journey speed, and time can be individually moderated once a person becomes familiar with signage timings: ‘a five minute walk on a sign is usually four minutes for me.’

Minutes are based on average speeds for each mode. For walking destinations, distances of more than a 20 minutes walk can be avoided.

Directional panel

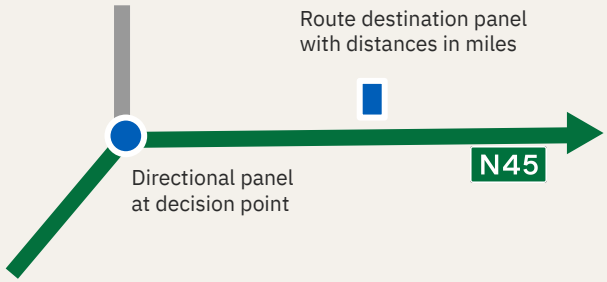


Example of a national route where the distance to the signed destination is less than 20 minutes walking distance

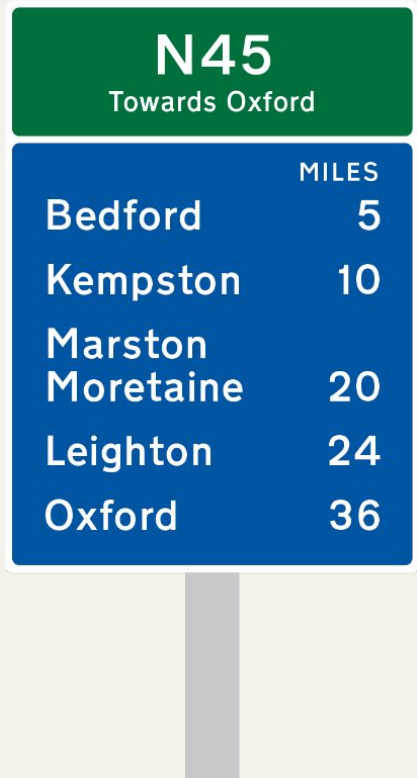
Directional panel



Example of a national route where the distance to the signed destination is greater than 20 minutes walking distance. In these cases distance to the signed destination will appear on a separate panel, the route destination panel on the right, once the user has taken the correct route



Route destination panel



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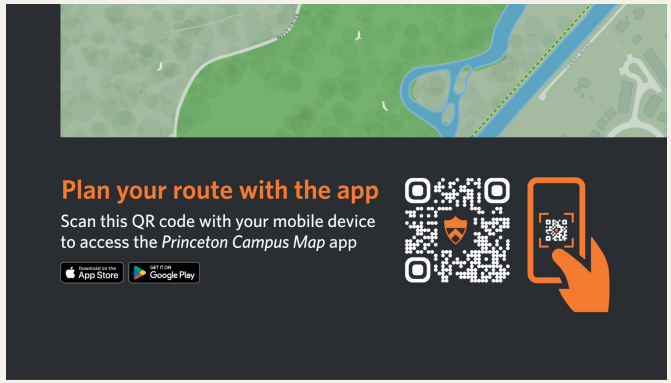
2.7 Digital directional system

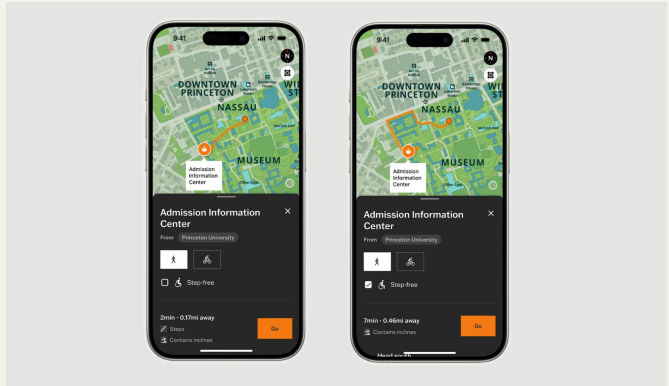
Complementary digital navigation tools, available and accessible on mobile devices are planned to be included. They are not covered by this edition of the toolkit.

Research shows that some people, including some older people, prefer to pre-plan journeys. A small number show a desire to have turn-by-turn navigation. A mobile application has an immense ability to provide richer and precise information for people who want and can use this method. The best system will be a robust physical directional and awareness system, appearing predictably, connected to a richer digital experience. The connection provided by QR codes on main junctions for example.

Some people will benefit greatly from digital supporting tool. The system will be devised to include them, yet not make them mandatory, so as to not exclude people who do not wish to use digital tools.

Digital systems also have an enhanced ability to cater for accessibility challenges. This will be a major area of research and development as a part of the next stage of the Pathways Project.









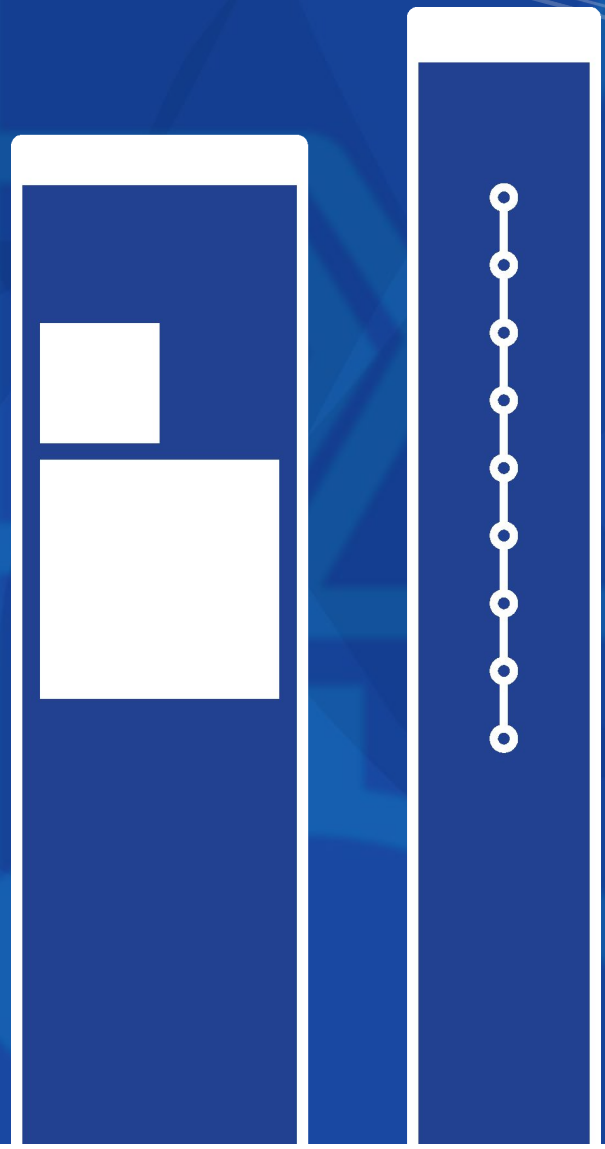


Examples of digital wayfinding tools. Rich local navigation and bus stops using QR codes to prompt access to richer live data. Intended for people who want to access information in this manner

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3. Awareness system

The awareness system is the local guide for a specific area, and gives it an identity by highlighting and organising the area's destinations, amenities and attractions, to create a unified experience. It communicates what an area has to offer to the public through various mediums, and suggests potential journeys they can take as part of the local experience. It helps visitors build knowledge about the area, and adds to the existing knowledge of residents. In addition to fulfilling local travel needs, it also plays an important role in local tourism by increasing visitation and activity.



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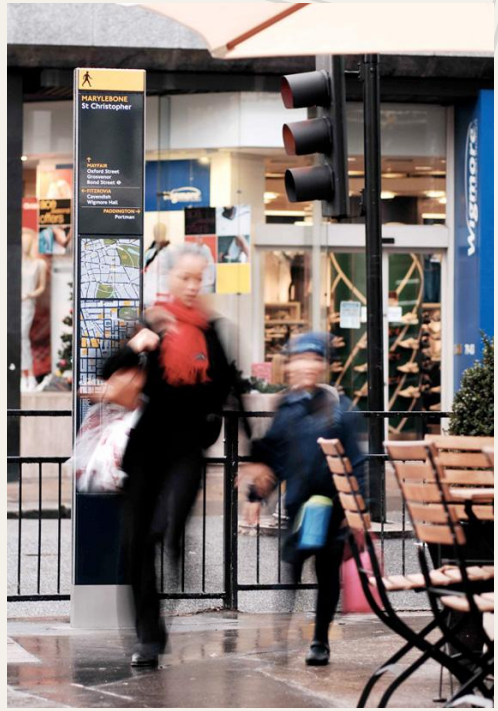
3.1 Purpose and principles

An awareness system is essential in both tourist-heavy and local areas. Its primary purpose is to enhance the knowledge and experience of visitors, irrespective of their familiarity with the area. It serves as a guide for visitors but also acts as an interactive platform that enriches the visitor experience, supports local businesses, and promotes ongoing discovery and learning about an area.

- **Guidance for visitors**. In areas with a high turnover of visitors, such as tourist spots or business districts, the system helps orient new arrivals. It points out key locations and activities, which is particularly beneficial for those unfamiliar with the area.
- **Bridging knowledge gaps**. Even for locals or frequent visitors, there are always new things to discover. The awareness system can reveal hidden gems or new developments in the area, ensuring that even the most seasoned visitors can find something new and exciting.
- **Promotion**. By showcasing the best of what an area has to offer, the system also acts as a marketing tool, potentially attracting more visitors and promoting the locale as a desirable destination.

The provision of awareness information can be more essential for older people. By providing comprehensive, accessible and relatable information, it can significantly enhance their confidence to undertake active travel mode journeys.

- **Focused Design**. The design of maps, signs, and information panels should always be accessible, with clear fonts and high-contrast colours to aid visibility. Accessibility Information: Detailed information about the accessibility of locations is crucial. This includes wheelchair accessibility, availability of seating areas, restrooms, and the nature of walking paths (e.g., flat, hilly, paved).
- **Local amenities and attractions**. Highlighting amenities such as parks, community centres, museums, cafes, and libraries that are particularly important accessible groups, can encourage older people to explore and participate in community activities.
- **Transport options**. Information about public transportation, including routes, schedules, and senior discounts, can facilitate travel planning. Additionally, details about parking availability, especially for those with mobility issues, are important.



Awareness system: Legible London
A wayfinding system developed for London's 32 boroughs, highlights local routes, destinations and landmarks within a ten minute walking radius. This resulted in increased knowledge of the city, streamlined pedestrian journeys and fewer people feeling lost.

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3.2 Destinations and amenities

What can be included

Destinations and amenities that hold a wide appeal for visitors such as attractions are a priority and are included in the awareness system. These are often recognisable, attract a wide audience and are visually prominent within the environment.

- Visitor attractions
- Performance venues (sporting, music, theater)
- Hotels & accommodation
- Tourist information
- Landmark retail
- Active frontage
- Landmark & historical buildings
- Schools/higher education
- Places of worship
- Civic destinations
- Campuses
- Community centres
- Police stations/Fire stations
- Hospitals
- Post offices
- Public toilets/Accessible toilets
- Public art
- Protected bike lanes
- Paths/trails
- Resting places
- Hidden routes
- Parking

There are four broad experiences that the awareness system can support:

- **Eureka moments** Those moments when people make a connections in their existing knowledge and are able to build their mental maps of places. It could be the name of a park, a route between neighbourhoods, how close a river or lake is to them.
- **Exploration** For those with some free time who can explore, the system can take them along picturesque routes, through cultural or heritage areas, or passing by interesting architectural enriching their experience and knowledge through interpretive information.
- **Finding places** When trying to find the many places that cannot be included on the directional system, this allows people to home in on specific destinations or addresses.
- **Good to know** Developing a growing knowledge and understanding of places, which although not immediately used can impact future behaviour, such as realising there is a cycle route, or a local shopping area.

Map elements



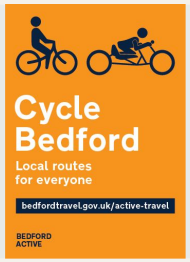
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3.3 Awareness signs typology

3.3.1 Overview

How can we make information available? An awareness sign typology is composed of a range of real-estate items: map-based signs, route line diagrams, and route confirmation signs. Their function can be summarised into making visible to users what is available in the area/route and reassure them that they are in the right path.

Supported by communication modes such as leaflets, printed maps or online campaigns which can play an important role in the awareness system, as they can provide further richness and offer opportunities to engage people.



Communication materials



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3.3 Awareness signs typology

3.3.1 Maps and line diagrams

Maps and line diagrams are key awareness elements as they provide people with an image of the area that contains more and richer information than directional information.

Maps provide continuity of support, linking the priority route network with local destinations. Map totems, postercases or pole-mounted diagrams are used to good effect to provide an overview and support connections in local areas.

Mapping of routes and areas perform a central role in increasing understanding of attractions, facilities and amenities are in the vicinity by taking walking, wheeling and cycling modes. Increasing awareness of nearby destinations and their proximity promotes journeys using active travel by showing what is possible by foot or wheel.

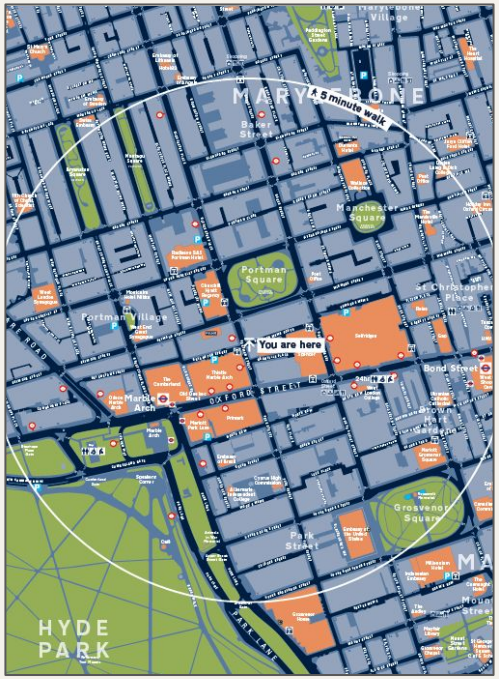
There are a number of different types of map that perform different roles. Further details about the types of maps are provided on the following pages.

Types of maps

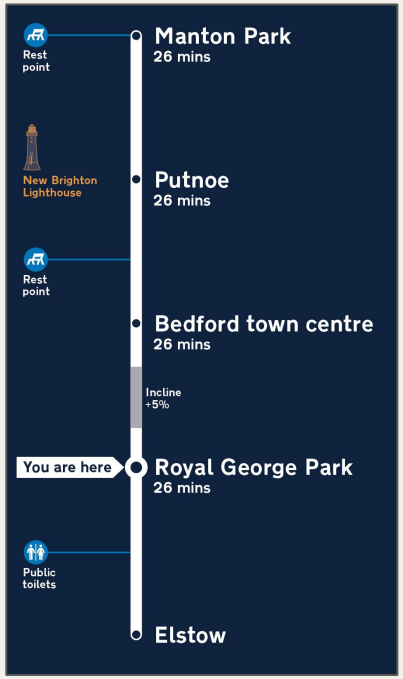
Local discovery maps
Rich in information, a local discovery map provides a detailed overview of locations in the area of a sign, to raise awareness and support pedestrians and cyclists in finding local destinations.

Strider maps
Strider maps support pedestrian and cycling routes between points of arrival and destination. Their design reduces the amount of information so as to provide focus and not overload.

Line diagrams
Better suited to longer distance travel than local discovery and strider maps, line diagrams raise awareness of the points of interest along a defined route, and the distance or time between.







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3.3 Awareness signs typology
3.3.3 Approach to mapping

Local discovery maps

Local discovery maps provide a detailed overview of locations in the area of a sign. Placed in prominent locations where users are able to dwell and orientate themselves, local discovery signs should make users aware of the key destinations of an area and, of course, how to get to them. Map based signs are particularly effective when placed within clear space, visibly located outside public transport stations or in town centres.

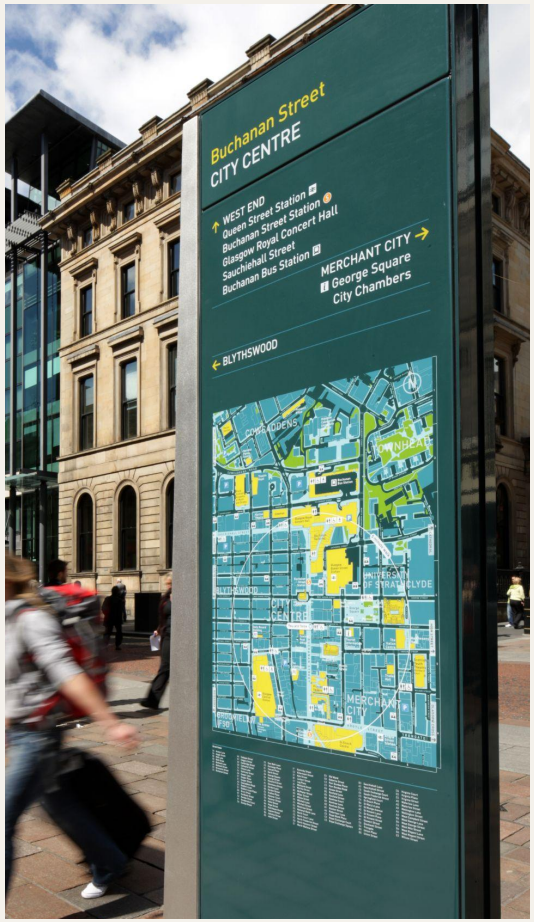
A local discovery map provides a level of information that supports pedestrian and cycling local journeys. Because of the complexity of information that can be shown, they can represent a substantial investment for implementing authorities in both initial design and then ongoing maintenance. With this in mind, the design of maps should be carefully considered to ensure optimum effectiveness.

Graphic design

Scale and map coverage

The scale of the map and its coverage is a balance between providing a large enough map area that enough local destinations are shown, while still allowing labels and pictograms to be shown at a legible size. In addition, the map has to fit within the physical constraints of the sign. Typically the scale of pedestrian maps range from 1:2000 to 1:3000, with maps nearer the 1:2000 end of the range offering less coverage, but space for more detail and a greater amount of labels.

In a relatively dense urban area, where the primary users are pedestrians, it is good practice to show at least enough map area to cover a typical comfortable walking distance from the sign. This usually equates to a radius of about five minutes walk, or 400 metres, from the sign. In some instances, scale may be varied to show an entire neighbourhood in which the sign is located, with some overlap into neighbouring areas to show these connections.







Examples from Glasgow, Brighton and London

In a relatively dense urban area, pedestrian mapping typically shows an area within five minutes walk from the sign – a comfortable walking distance. In addition, to support longer journeys by foot or wheel, mapping units in London (bottom right) include maps with coverage of both a 5 and 15 minute walk map.

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3.3 Awareness signs typology

3.3.3 Approach to mapping

Content

Maps provide opportunities to show more details and destinations than can be conveyed by text directions alone. The map can show all landmarks, destinations, roads and routes, in the local area that will be of interest, either as an end destinations or as notable markers in the landscape for the purposes of wayfinding.

All levels of destination included in the destination hierarchy outlined in 2.4.1 can be included, with the possibility of a further level of detail beyond this, depending on the available space on the given scale of map. Inclusion of human-scale features such as activity areas, pedestrian crossings and accurate pavement widths add to the usefulness of the map to pedestrians. In addition to destinations and landmarks, a sense of scale should be included, either through a walking circle or scale bar. Walking and cycling times are given in minutes. Maps should also include a north-marker to reinforce orientation and a key where pictograms need explanation.



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3.3 Awareness signs typology

3.3.3 Approach to mapping

Typography and pictogram size
Text should ideally be kept large, with the majority of labels preferably between 12 and 18 points. Within this range, a clear hierarchy of importance of labelling is beneficial to understanding of the map – with the most important destination types on the map labelled with the largest type size in comparison to lower priority labels.

If it is not possible to achieve the minimum point size within the map, then ensure that the priority elements on the map, such as key destination labels, area names and major road names, are 12 point or above, with less critical information sized to fit. If this is not possible, consider removing content to accommodate larger text labels.

In choosing a font family, avoid complicated or decorative fonts. San serif fonts are typically used on mapping.

Pictograms should be preferably 10 mm in width or above, but can be shown as small as 5mm width if the pictogram is particularly simple and legible at small sizes.

Colour
Colour on the map can be used to reflect and reinforce the identity of the local area or implementing authority's visual identity.

Colour contrast in maps – which tend to be graphically complex – is of vital importance to the success of the map for as wide a group of users as possible. Elements on maps should be carefully layered across the spectrum from light to dark to allow for optimal contrast between content such as background colours, labels and pictograms.

In addition, maps should be tested to see if the design works for those with colour vision impairments. Simulation software is available to help design a map that mitigates against the effects of colour vision impairments, an example would be Sim Daltonism.

Supporting information

Best practice suggests local map-based wayfinding signs, benefit from displaying the following elements in support of local discovery map:

Addressing: Stating the sign's location at the top of the sign helps the user understand where they are.
Directional: Top-level directional information, where key local destinations are combined with a directional arrow, help orientation and provide quick direction to the most popular destinations. Destinations can be combined with a walking and cycling time to give an understanding of distance.
Interpretive information: There is opportunity to provide engaging additional detail about key landmarks or neighbourhoods within the area.
Links to further information: Web addresses or QR codes can be provided so that users can seek out further information that it is not possible to display on static signage. Accessibility tools, can provide information in alternative formats or media for those who are not able to use the sign.



Example from Ipswich
A monolith type map sign in Ipswich displays a sign address at the top of the sign, key directions and interpretive information in support of the local area map.

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3.3 Awareness signs typology

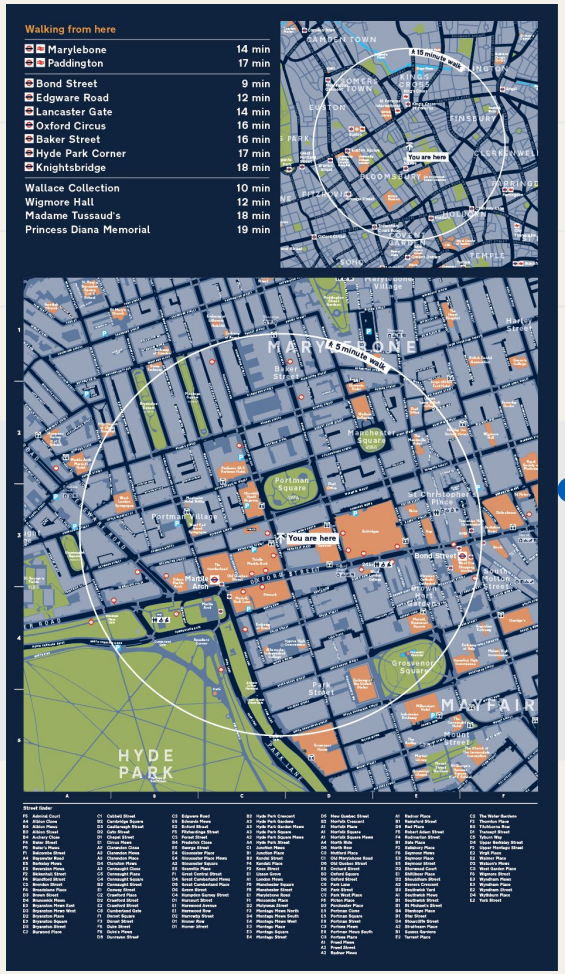
3.3.4 Map-based signs

Map monoliths

This sign type can include different scales of maps: normally referred to as finder and planner scales. The Finder Map, at the bottom of the sign on the example on the right, allows users to locate local destinations and explore their immediate vicinity, while the Planner Map allows longer journeys to be planned and transit connections to be understood.

These signs are located at major decision points in busy environments such as outside transit stations, and in hubs and dwelling places. These are locations with high density of destinations, routes or journey choices.

They can also include directional information. Directional content provides quick reading information for users en-route to a destination and the address information confirms a users' location.



Planner map

Finder map

Narrow and wide monoliths

Using one or the other depends on the available space on the selected location along with the need for map coverage



2600 mm

2300 mm

2100 mm

1800 mm

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3.3 Awareness signs typology
3.3.4 Map-based signs

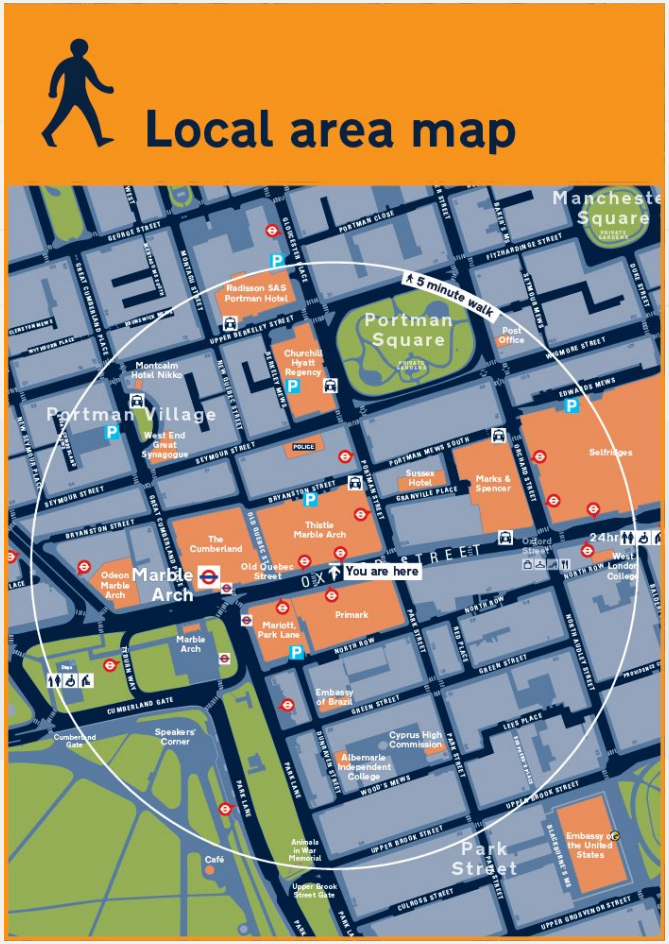
Map panels

These are more cost effective versions of map monoliths, stripped back and pole mounted. They can be attached to an existing pole and don't rely on the production and installation of a built-to-purpose sign. Because of its size they show a smaller area than the maps on the monolith signs. However they can be placed with more frequency due to its reduced costs.

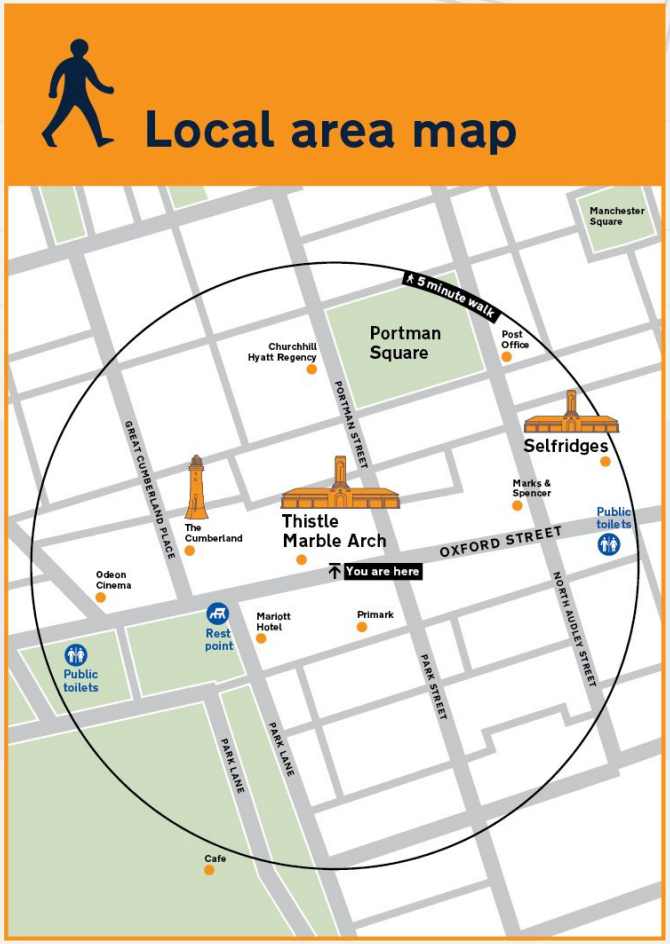
These maps are located at major decision points in busy environments such as outside transit stations. These are locations with high density of destinations, routes or journey choices.

Level of detail depends on what is appropriate for the area and also on the budget. A less detail and more diagrammatic approach is a more cost effective solution.





Detailed map



Diagrammatic map

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3.3 Awareness signs typology
3.3.4 Map-based signs

Strider map panels

Smaller legible map based signs attached to existing poles that support routes and connections.

They support a single cyclist or pedestrian route to get to a specific destination. They can accommodate different levels of detail depending on the density of the destinations. On the vicinity of the route.

They can also show information about different characteristics of the route: levels of accessibility, illumination, scenic, etc.

Because of the reduced information load elements such as path incline, local stores or low traffic streets can be included. These will help people to understand the kind of route they are planning on taking and what are the things the will find.

The simplification, based on landmarks and characteristics makes the route easy to comprehend.





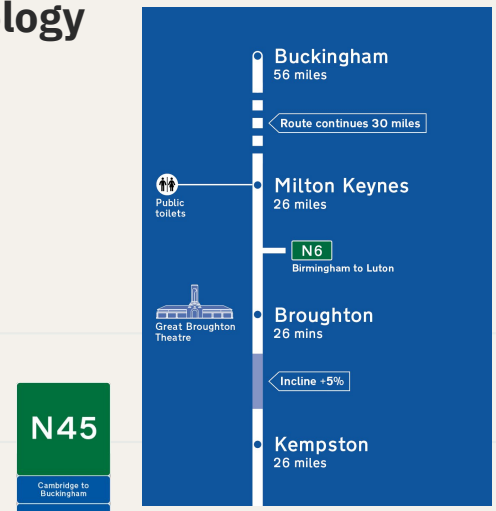


A higher level of detail can be included to create a richer image of the area and give visibility to other off-route destinations.

3.3 Awareness signs typology

3.3.5 Route monoliths

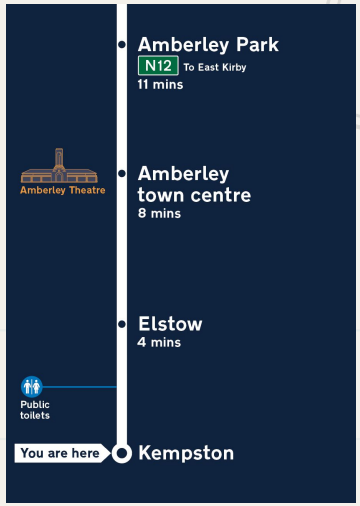
Suited to longer distance travel, these sign types raise awareness of the points of interest along a coded or named route, and the distance or time between them. They use line diagrams to give a simplified overview of a route which is quickly interpretable.





National and regional route monolith

These include high level destinations on the route in miles. They can also highlight nearby attractions or landmarks and mark facilities such as public toilets and rest points to provide a greater insight into the accessibility of the journey.





Local cycle route monolith

Largely similar to national and regional route monoliths, these sign to local points of interest in minutes.



2100 mm



1800 mm

Named walk monolith

Route maps can also be integrated into line diagrams to provide a more diverse picture of the user's current surrounding area.

Route monoliths for cycling may also include mapping, yet cyclists, when in motion, may not benefit from them.

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3.3 Awareness signs typology

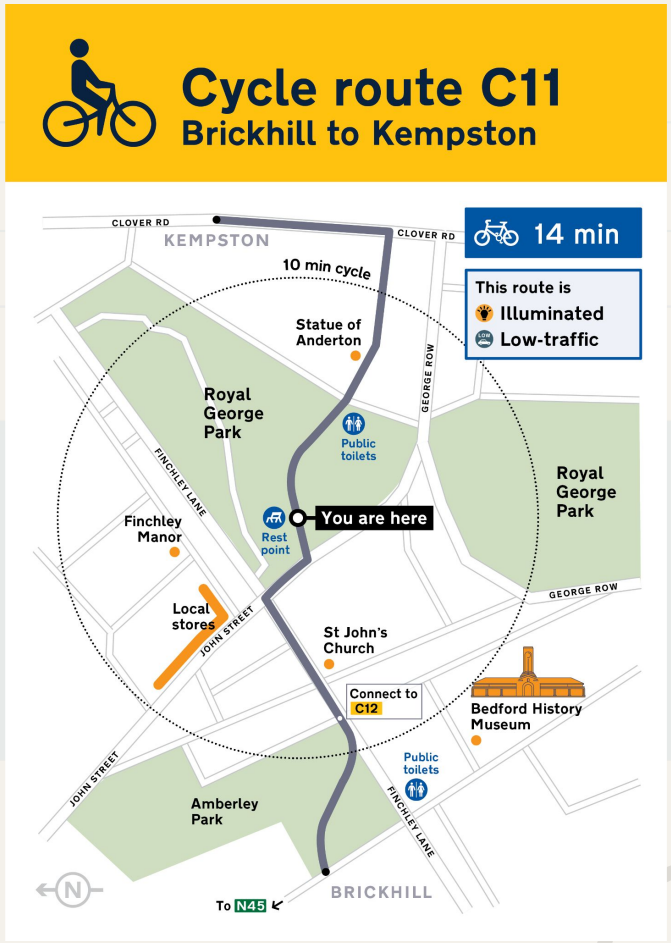
3.3.6 Route panels

Similar to strider map panels, these signs map out local coded or named routes for cyclists or pedestrians. They can also provide information about the characteristics of the route. They help to promote routes to pedestrians and cyclists in the local area.

These signs are for slower, in-depth interpretation, and therefore should be located in dwelling areas in which cyclists are likely to be on foot. They may be located at the termini of a route. They are not for cyclists while in motion.

The simplified nature of the design is intended to reduce the cognitive load and make maps easier to grasp and make use of.





2600 mm
2300 mm
2100 mm
1800 mm

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3.3 Awareness signs typology

3.3.6 Route panels

Route panels provide people with an overview of the different coded cycling and walking and wheeling routes in an area. It shows the connections between the different routes and the interconnecting networks.

They are located at the intersection of routes in dwelling points and at the terminus of routes.





Sign for use on national and regional routes



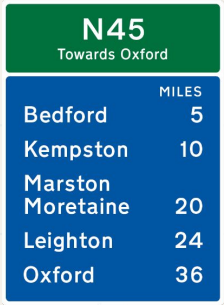
Sign for use in local areas promoting local cycle routes

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3.3 Awareness signs typology

3.3.7 Route confirmation signs

Route confirmation signs display the code or name of the specific routes. They are fundamental in confirming to people that they are on the right route. They are spaced with a calculated frequency so as not be missed, and ideally before and after decision points. They are especially important when routes are interrupted by big junctions. They can take the shape of surface markings or vertical signage.

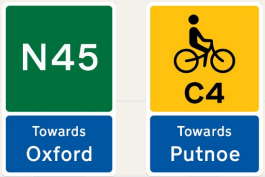


Route destination panel
Signs that list high level, longer distance destinations on coded or named routes. These also act as route markers, for pedestrians and cyclists.

This sign is normally located on the route on national and regional networks, after a directional sign, and provides information about distance.

Distance to destination on these signs can be displayed in miles.

Panels



Direction of travel
Whenever possible the direction of travel should be included in the panels. This especially important in complex junctions when the same route can divert into two different directions.

2600 mm
2300 mm
2100 mm
1800 mm

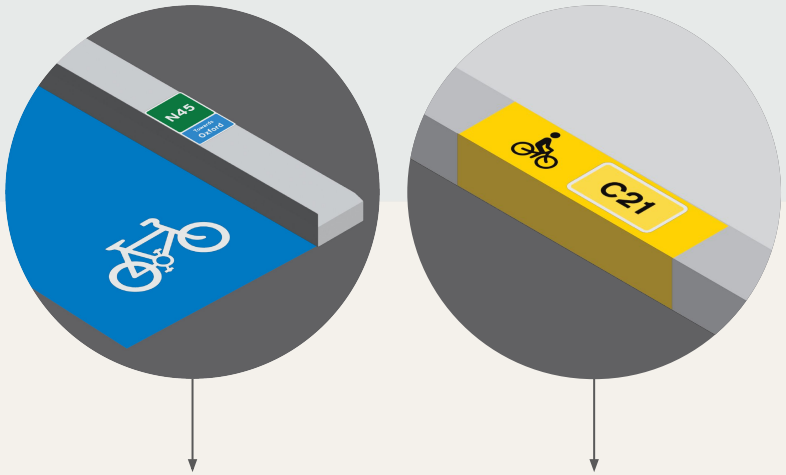


Stickers

Bollards



Kerb markers



Surface marking



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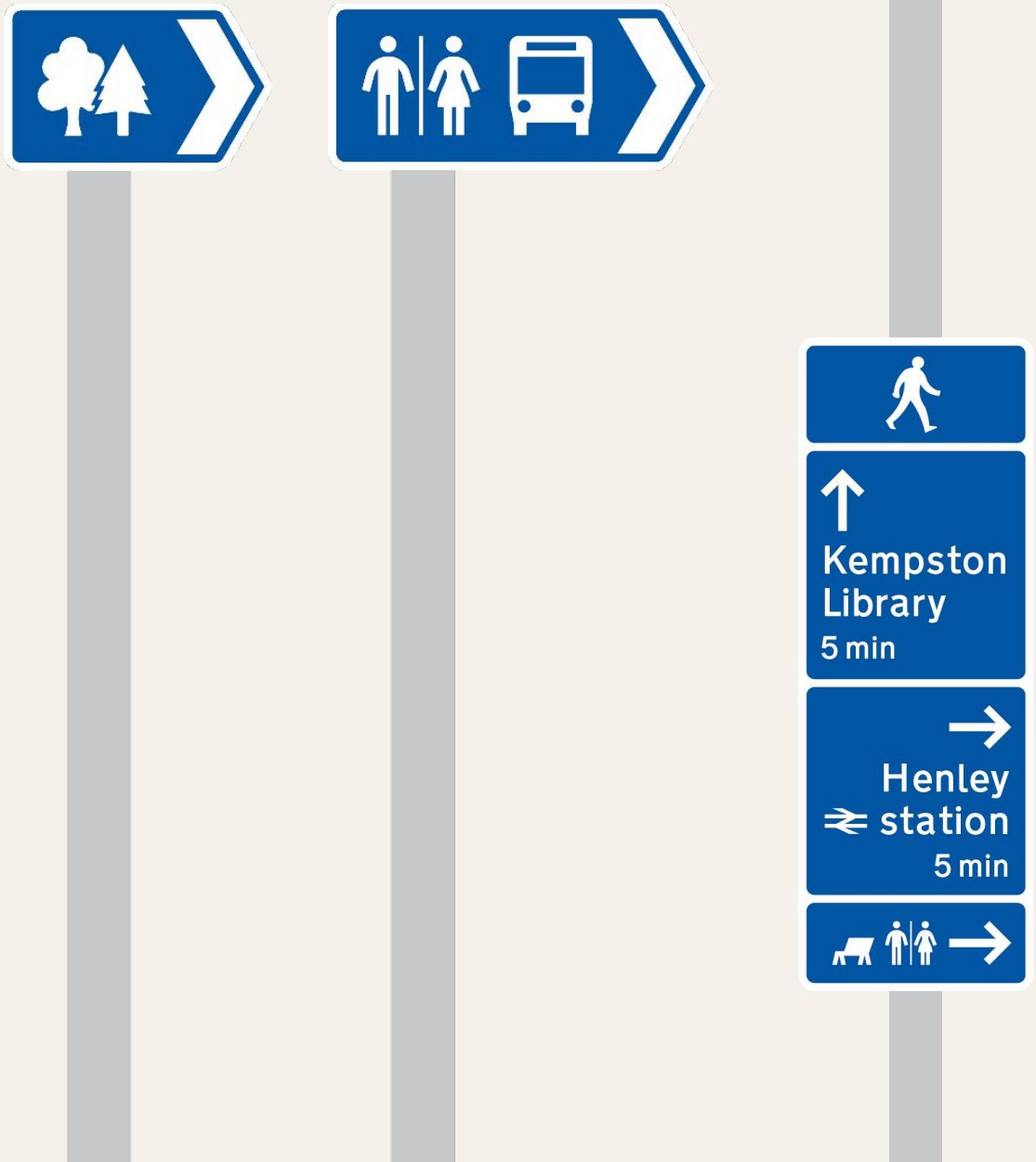
3.3 Awareness signs typology

3.3.8 Amenities panel

In addition to named destinations, directional panels can show through icons amenities and facilities that users find useful such as toilets, resting areas, parks and green areas, markets, shops, playgrounds, restaurants, transport hubs and stops/stations and low traffic routes.

These destinations are represented by pictograms and can be used next to cycling or pedestrian information or on its own separate panel.





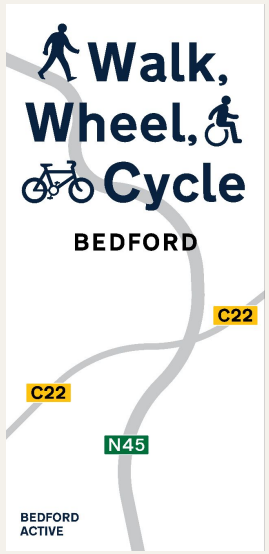
THIS IS A PROTOTYPE VERSION OF THE INCLUSIVE WAYFINDING TOOLKIT NOT FIT FOR IMPLEMENTATION

3.3 Awareness signs typology

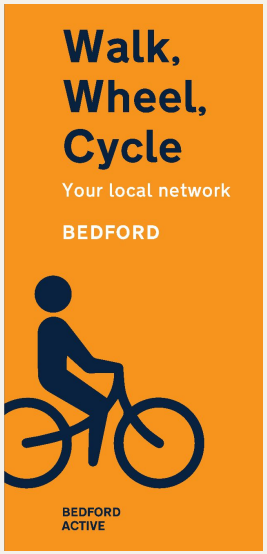
3.3.9 Communication materials

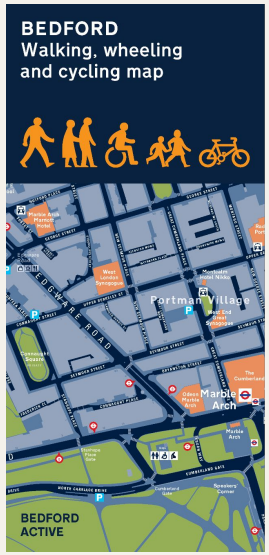
Signs are not the only means to make users aware of what is available in the local area. Printed materials such as leaflets showing how the local networks connect different destinations or hand-held printed maps have proven being and excellent way to encourage engagement in active travel by boosting their confidence and empowering them to explore.

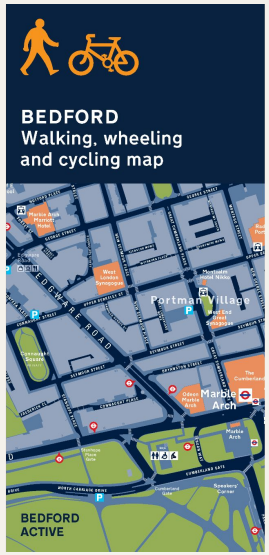
Communication campaigns including advertisement or interactive materials such as websites and apps are also powerful tools to compliment the on-site information provided by signs.















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3.3 Awareness signs typology

3.3.10 Branded systems

The identity of a wayfinding system represents local character. If the core standards are uninterrupted they can support recognition and connect to surrounding systems.

Colour

It is one the most obvious and effective brand elements. It immediately ties the different system components together.

Typography

In the case of a wayfinding system, the criteria to use a specific typeface should always be based on legibility. This does not mean that the typeface shouldn't have character. Typography is crucial to establish the tone of voice of the system.

Iconography

The graphical representation of amenities and facilities affect the perception that users have of the system. It will also affect the cognition and understanding of the elements they are trying to represent.

Materials and finishes

These can vary from the most basic and cost effective to the most durable and most often expensive. Weather conditions, frequency of information updates and budget are the elements to consider when choosing materials and finishes.



City branded system
Brand elements tie the different kind of signs together. Graphic and industrial design build the visual identity.

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4. Behavioural system

The behavioural system communicates the do's and don'ts of active travel behaviour. It sets out expectations of appropriate behaviour from all users of streets, and serves as a reminder in situations of potential conflict. The behavioural system provides clarity and removes ambiguity about how users should behave and who can go where, thereby filling any gaps of knowledge users may have about their boundaries while interacting with others on the road. This gives a sense of safety and confidence to people, and improves interactions between users of different modes.



4.1 Current behaviours on pathways

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How conflicts restrict active travel choices

Feeling unsafe is the number one concern of older users when considering active travel choices.

The reasons that people feel unsafe can be a perception, a lack of the right infrastructure, or poor maintenance. It can also be due to the behaviour of other street users.

From drivers not paying attention or driving recklessly – around 10,626 fatal or serious collisions between 2016 and 2021 are due to these reasons – to cyclists not respecting crossings or riding on footways – almost half of the collisions with cyclists that resulted in pedestrians killed or seriously injured between 2005 and 2015 happened on footways or crossings.

Cyclists or drivers are not solely responsible for the accidents. 33% of the accidents that happened as a consequence of the interaction between cyclists and pedestrians, and resulted in people killed or seriously injured, occured when pedestrians crossed the carriage way not using zebra crossings.

Changing behaviour that causes increased perceptions of poor safety, can be one of the main opportunities to make positive change. This is not just an issue for older people.

This can mean getting all street users, cyclists, drivers and pedestrians to be more respectful and responsible, more considerate of each other. This will have the effect of encouraging more people to walk, wheel and cycle, as the choice of active travel feels safer.

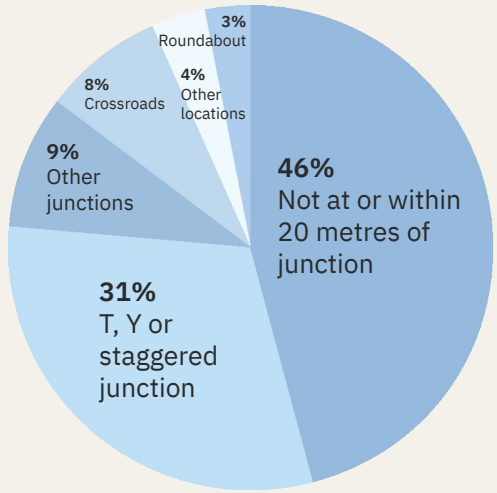
Research shows that a major cause of behavioural conflicts on pathways is a lack of clarity. The expectation of how to behave on pathways is not set-out. For example, it is not clearly understood where to cycle, when a path is shared and how to overtake. These micro-behaviours can significantly benefit from clarity, communication and regulation. This will take time, involve a committed communications campaign and will benefit everyone, especially older people.

The role of information on the street is to reinforce positive behaviours with messages placed at the points of conflict.

Where do casualties occur?

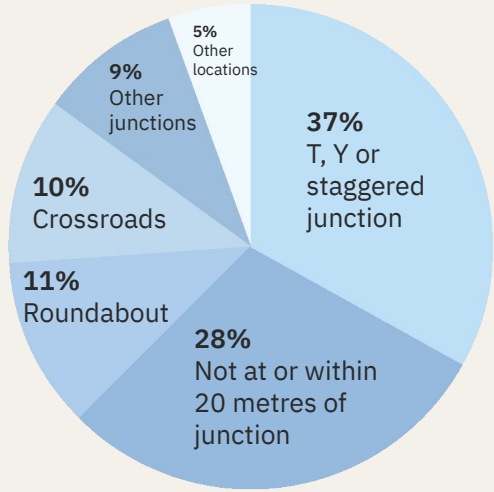
Pedestrian casualties

29% of fatalities occurred on rural roads



Cyclist casualties

56% of fatalities occurred on rural roads



Roads and paths, whether in a rural or urban setting, are often the scene of accidents and fatalities. The following figures are taken from the DfT 2022 National statistics on reported road collisions.

An average of 10 people on active travel trips are killed and 190 are seriously injured, every week in the UK.

58% of pedestrian fatalities were in collisions involving a single car, whilst 46% of cyclist fatalities were in two vehicle collisions between a cyclist and a car.

The most common contributing factor in fatal or serious collisions, allocated to all parties (pedestrians, cyclists and drivers), was **failure to 'look properly'**.

4.2 Setting expected behaviours

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Multi-faceted approach to messaging

Changing behaviour requires a multi-faceted approach that involves education & dissemination of the Highway Code, communication campaigns and reminders and enforcement of desired behaviours.

In the immediate built environment, signs and information can help remind and nudge people to travel responsibly. This can take the form of behavioural messages in the environment, ideally at the points of conflict, that inform and educate all users of the behaviour that is expected.

The objectives of defining appropriate behaviour from all path users are so that everyone feels:

➔ safe
➔ confident
➔ and reassured

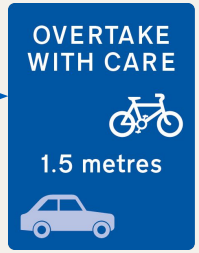
Creating messages that set expectations

Through the course of the research, certain behaviours have been identified as the primary source of conflicts on pathways.

The following process has been applied to ascertain the best message to communicate:

1. Identify the behaviour and the situation that is causing conflict between people.
2. Identify the expected behavior that can reduce conflict and create a more harmonious use of the space. This needs to be as simple as possible, unambiguous and completely consistent.
3. Identify the message, location and method that explains and promotes this behaviour. The main aim of the message is to make the expectation clear, and to do this where possible with positive messaging rather than warnings.

The theory is that when people understand what is expected of them, and it is reasonable, the majority will adopt this behaviour and set new social norms.

1. Identify behaviour	2. Expected action	3. Message
Inconsiderate overtaking on shared paths	Use the bell	
Cycling speeds on shared paths	Slow down	
To whom are signs addressed	E-scooters follow cycle signs	
Pedestrians not paying attention	Look for vehicles	
Motorists not overtaking safely	Overtake with care at 1.5 metres	

4.3 Messaging principles

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Working with commonly understood concepts and application of 'thinking fast'

Objective

The objective is to make active travel feel safer and enjoyable for everyone. An important component of this is changing unsafe pedestrian/riding/driving behaviour in order to be safer and more responsible. Appropriate behaviour from all path users ensures a safe and harmonious travel experience for everyone, and encourages uptake of active travel.

Fundamental principles:

- **Respect:** People respect each other's designated spaces to ensure minimal conflict and are sensitive to each other's needs in shared spaces.
- **Awareness:** People are aware of their impact on each other in terms of priority and vulnerability. They are also conscious of keeping to their designated places.
- **Understanding:** All parties understand the expected behaviour. For example, vehicle drivers are clear about what is expected of them when approaching a Zebra Crossing. This has become instinctive knowledge, using the 'fast-thinking' part of the brain. This system intends to establish more instinctive behaviours that can be adopted nationally.

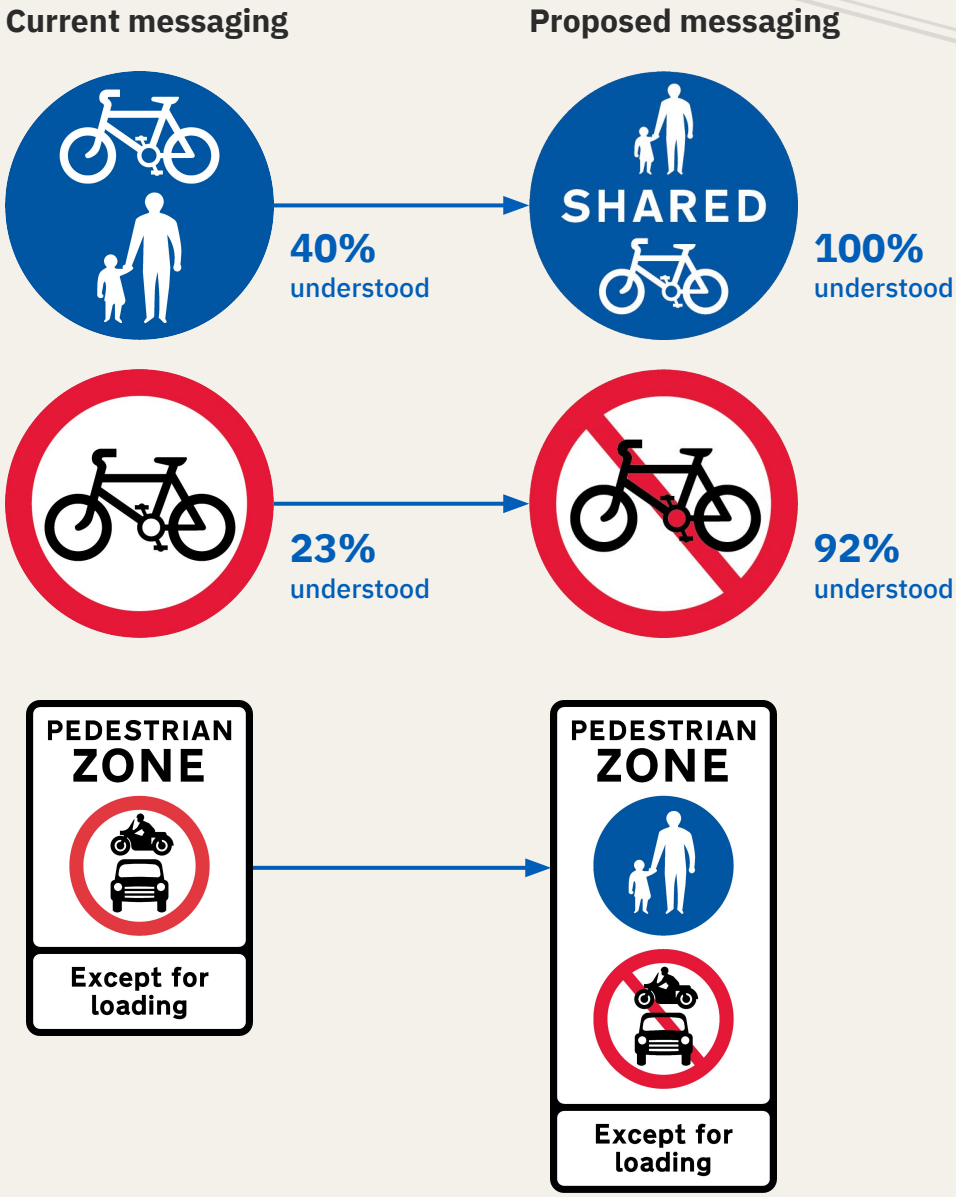
Testing existing expectations

In the course of public engagement sessions the current understanding of some of the most used behavioural TSRGD messages was tested. The result was that a great portion of older users didn't understand the meaning of these signs. In the case of the commonly known as the *'low flying bike'* sign, TSRGD 956 diagram, 60% of users did not understand the meaning.

Revised approaches

A series of graphic experiments were tested. Adding the word 'shared' or adding a cross line immediately improved the sign understanding to almost 100%.

These are not final solutions. Further R&D is required as part of pilot testing. Using an agile methodology, this process will uncover the messages and designs that impart the expectation instantly and without confusion. These will then become the long-lasting shortcut messages that reinforce better behaviour.



4.4 Behavioural messages

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Context and placement

Behavioural messaging can involve the strategic use of signs and surface markings on different kinds of paths to guide users on appropriate behaviour, norms, and codes of conduct. The aim of behavioural messaging is to reduce conflicts and smoothen interactions between people using various modes by communicating and setting expectations for behaviour.

Messages should be legible and easily understood by a wide range of people. It is important to keep in mind that existing signs are not well understood by the audience. Hence, these messages can be better designed in a way that offers clarity and leaves little room for uncertainty and misinterpretation.

The Highway Code is the basis for behavioural messages. Although it is the definitive guide for safe behaviour, it has yet to be communicated effectively.

BEHAVIOURAL MESSAGES

The application of behavioural messages relies heavily on the context and the conditions of the environment and infrastructure. In some occasions, the desired behaviours can be easily implied from how the infrastructure is designed. When they are not, behavioural messages are most necessary. Context will also inform whether a pole mounted sign, a surface marking or both are most effective.



Pole mounted messages

They can address behaviour from any mode. Short, instructional messages that convey simple behavioural information. They are intended for quick understanding and recognition.



Surface markings

They are aimed to all users, but specifically to cyclists and drivers, as their gaze is more focus on the road, therefore the location of this messages is more suited for them.

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NOT FIT FOR IMPLEMENTATION

4.5 Behavioural signs typology

4.5.1 Pole mounted

Informational

Behavioural messages can deliver informational or educational messages. Informational behavioural signs deliver messages that establish which users should use a specific path, and in the case of a shared path it establishes who has priority. These messages will be tested with users through future pilot studies.

Behavioural signs can be found in chapters 3 to 8 of TSRGD. These signs are not summarised in these pages. The aim of these designs is to show that by adjusting some existing sign content, the understanding and therefore effectiveness of this type of signage can be improved. Part of the approach to the design of these signs had been to add written descriptions of the function, thus removing uncertainty.

These are not final or recommended designs. Further R&D and involvement and testing with the public is planned as a part of the next pilot phase.

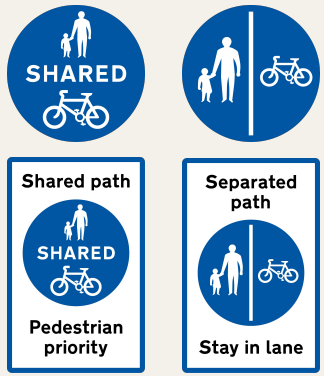
Dedicated path

Who goes where in the public space is the first thing that must clear. Currently TSRGD does not include a sign to mark a pedestrian path (top right). Arrows can help to make clear where the path is in cases where infrastructure is not explicit.



Shared and separated path

Adding the word SHARED to the Shared Path sign and moving pedestrians to the top of the sign makes clear the meaning of the sign. Moving the dividing line to the middle of the separated paths sign and adjusting the sizes of the icons helps to understand the separation between modes.



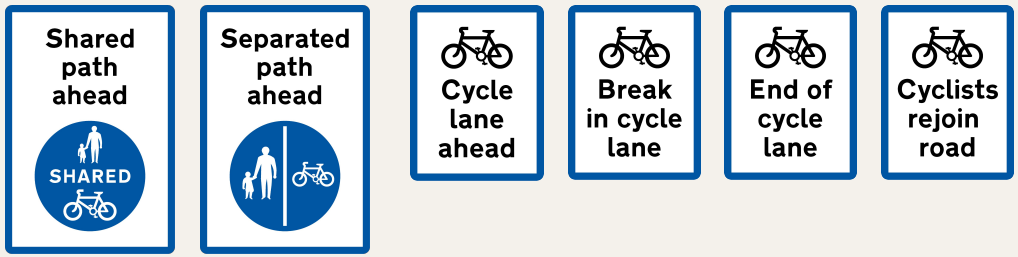
Prohibition

Adding a diagonal line crossing the icons, makes the prohibition of that mode clear. To the written description it can also be included exceptions to the prohibition.



Advance warning

These signs help users to anticipate the changes in the path use or the infrastructure. By providing this information in advance users can adjust their behaviour and be prepared to to new condition.



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4.5 Behavioural signs typology

4.5.1 Pole mounted

Educational

Educational messages are more context specific and require more attention.

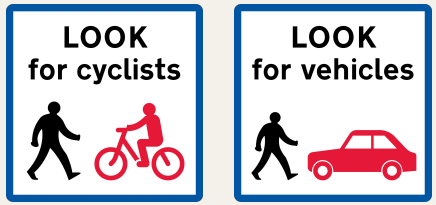
They give recommendations – *Look for vehicles* – or try to bring clarity over certain situations – *Cyclists go on green*.

The tone of these messages, even though it is clear and direct and consistent with TSRGD visual language, could be more engaging. For example,using language such as: 'Be mindful of others', 'overtake with care.' These signs will be tested with users through future pilot studies.

Further testing required

Different phrases and compositions are due to be tested in the environment to determine the optimal approach for colour and messaging.

For pedestrians



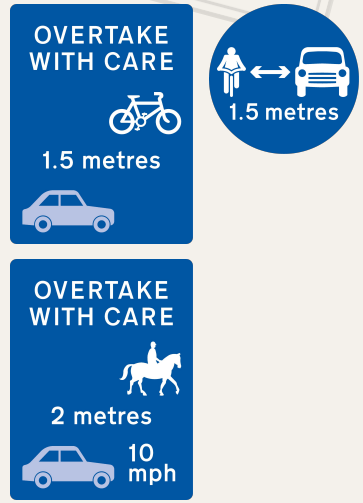
For cyclists



For pedestrians and cyclists
in shared space



For motorists



For e-scooter users



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4.5 Behavioural signs typology

4.5.2 Cycle lanes and surface markings

Cycle lanes

It must always be clear to all road users and pedestrians when a path is a dedicated cycling lane. Unfortunately infrastructure is not always consistent and creating hard separation – segregation – between modes is not always possible.

Colour is a powerful tool to convey this message. In order for it to be effective, it needs to be applied with consistency. This means being always the same color. The current proposal is paint cycle lanes blue where possible and affordable.

The cost of painting a cycling lane needs to be considered. For this reason different – more cost effective – methods of application have been explored: painting the beginning of the cycle lane and whenever there's an interruption in the lane, introducing chevrons to denote directionality or fading lines.

A modal icon on a blue panel, repeated with the right frequency could be a cheaper option.



Cycle lane painted in full



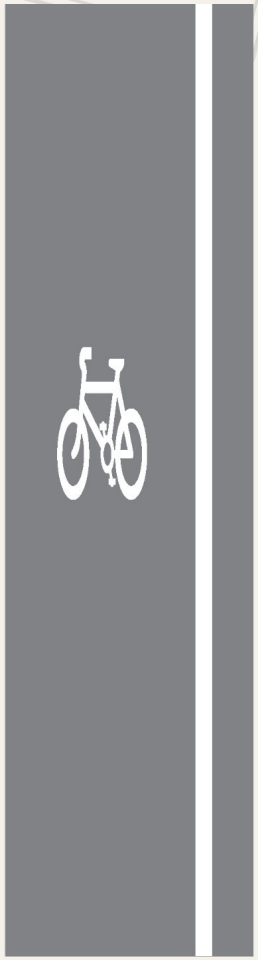
Cycle lane using coloured chevrons to imply directionality at the beginning and end of path



Cycle lane using coloured stripes to imply change of speed at the beginning and end of path



A block of blue behind the modal icon or code is the most cost effective option



In the cases where it's not possible to paint it's necessary to have at least a mandatory line to separate the lane from the rest of the road users

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4.5 Behavioural signs typology

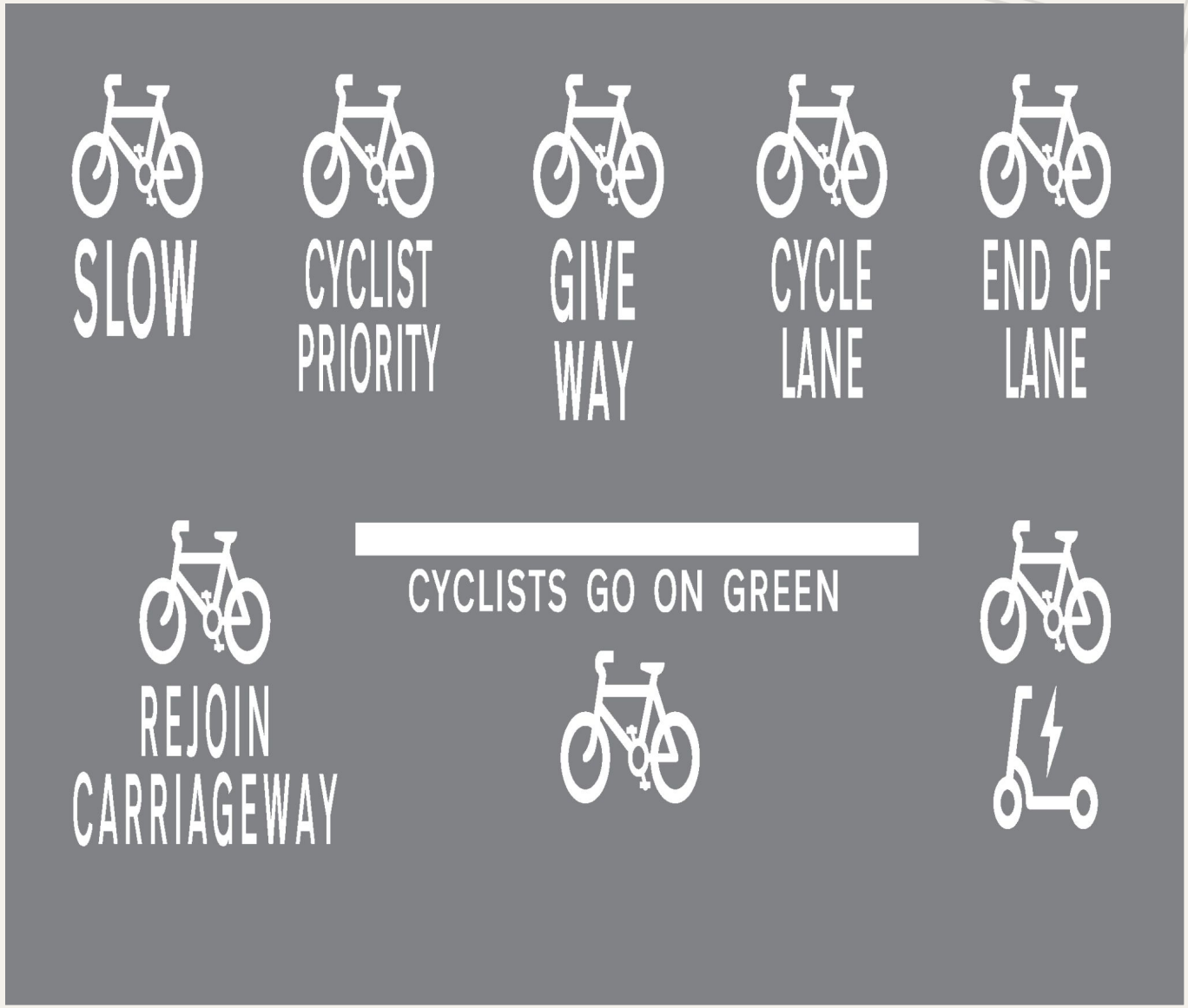
4.5.2 Cycle lanes and surface markings

Informational surface markings

Surface markings have the advantage of being placed where, especially cyclists, normally have their eyes on, the road.

Surface markings help to reinforce behavioural messages and normally are a combination of a modal icon and a short written message that delivers a clear instruction.

When modal icons are shown without any message or coding it's function is to mark a route as one suitable for the specific mode of transport.



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4.5 Behavioural signs typology

4.5.2 Cycle lanes and surface markings

Educational surface markings

Educational surface markings are a good opportunity to introduce more engaging messages and iconography. Used strategically and the entrance or start of paths can help to set the tone of the use of the shared space.





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4.6 Placement principles

Behavioural messages for walking, wheeling and cycling plays a crucial role in ensuring safety, promoting courteous behaviour, and maintaining an enjoyable experience for all users.

The careful placement of these signs is key to their effectiveness.

- **Entrance/exit points.** Signage here sets the tone for the entire route. Signs can include basic rules, directional information, and etiquette reminders. For example, a sign might remind cyclists that pedestrians have priority or highlight a speed limit. This initial interaction can greatly influence behaviour throughout the route. Similarly at the route exit.
- **Intersections**. At these points, safety is paramount. Signs can clearly indicate right-of-way rules, alert users to potential hazards, and remind people to be aware of other users.
- **High traffic areas.** In busy sections, signage can manage flow and prevent conflicts. This might include lane designation signs and speed reduction notices.
- **Rest areas and amenities**. Rest areas, seating, and cycle parking are opportunities to remind users about resuming their journey safely.
- **Reminder/confirmation**. Periodic reminders reinforce behaviours, counter uncertainty and lapses in concentration. These could be simple, such as ‘Keep Left’ or ‘Pass with care,’ ensuring continuous awareness.
- **Accident hotspots.** If a particular location is known for collisions and near misses, and it is not possible to change the infrastructure, placing signs in advance can help help to moderate behaviour.

Additional considerations

Community engagement: Engaging with local communities to understand their needs and observations can lead to more effective signage.

Multilingual signs: In areas with diverse populations, including multiple languages on signs can enhance understanding.

Seasonal adjustments: In areas with changing seasons, temporary signs might address seasonal issues like slippery paths in winter or fallen leaves in autumn.

4.7 Supporting message delivery

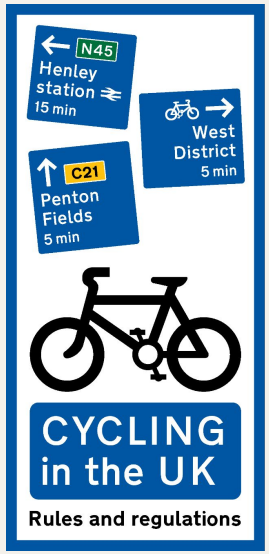
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Education, advertising and community engagement

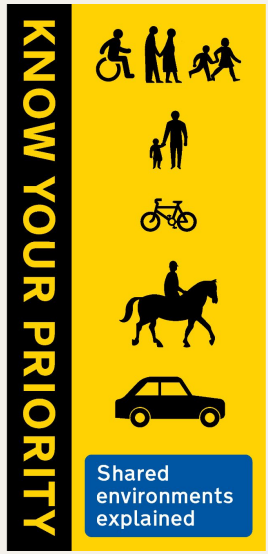
While signage and information design provides immediate, location-specific instructions, education and awareness campaigns can help build a broader understanding of the desired active travel behaviour.

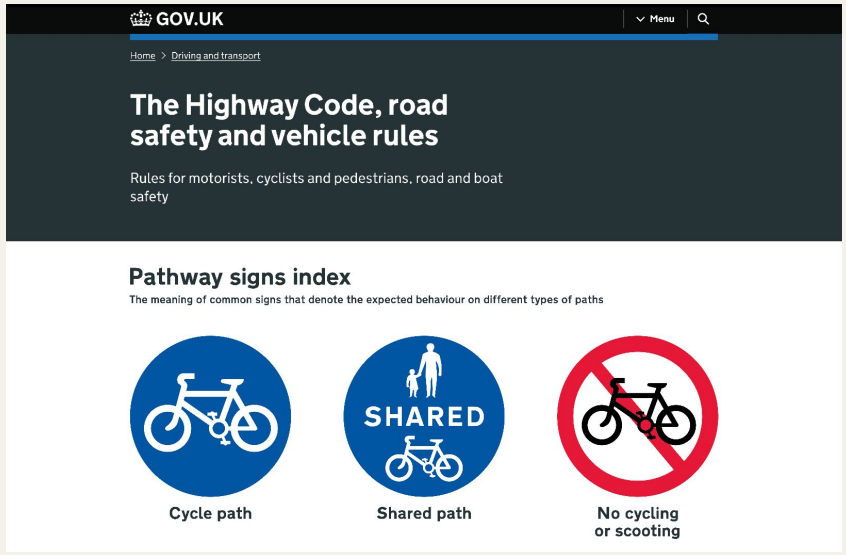
Education and awareness campaigns can reach a much broader audience, and is especially important in areas where signage alone might not be sufficient to convey new or complex information. They can fill gaps in public knowledge that signage alone cannot fill, and reinforce the messages conveyed by signage to embed these messages more deeply in public consciousness.

Changing long-term attitudes and habits often requires more in-depth communication and engagement. Education and awareness campaigns can address misconceptions, highlight benefits, and encourage a shift in social norms, which is essential for sustainable behaviour change.









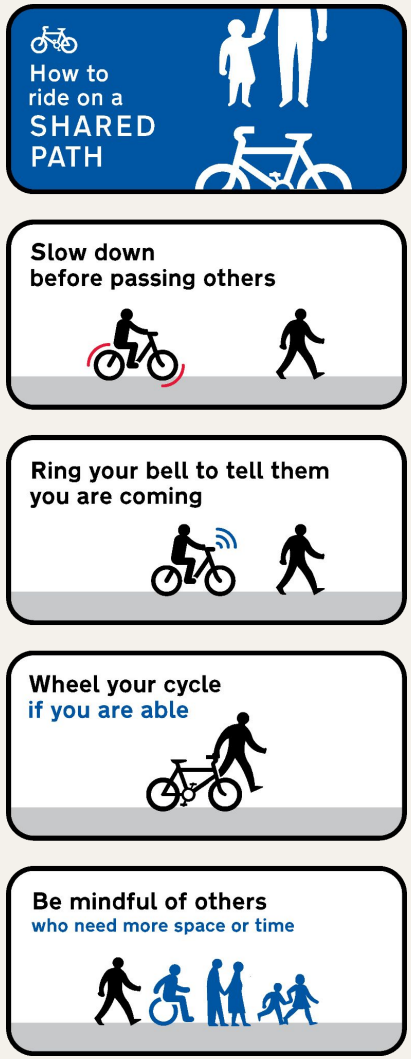


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4.7 Supporting message delivery

Successful campaigns typically combine awareness with specific calls to action, clear guidance on safe practices, and often, an emotional appeal. For example, campaigns that personalise the impacts of unsafe travel behaviours or highlight the positive community impacts of active travel, tend to be more effective in changing behaviour.

As standards for active travel behaviour evolve, continual education and awareness are necessary to keep the public informed and adaptable to changes. Flexible mediums of communication, especially digital, can quickly disseminate information about new standards for behaviour or changes in regulations. This will ideally involve expansion and connection to existing cycle awareness and educational campaigns. These initiatives will be developed and tested with user research to assess their efficacy and impacts.

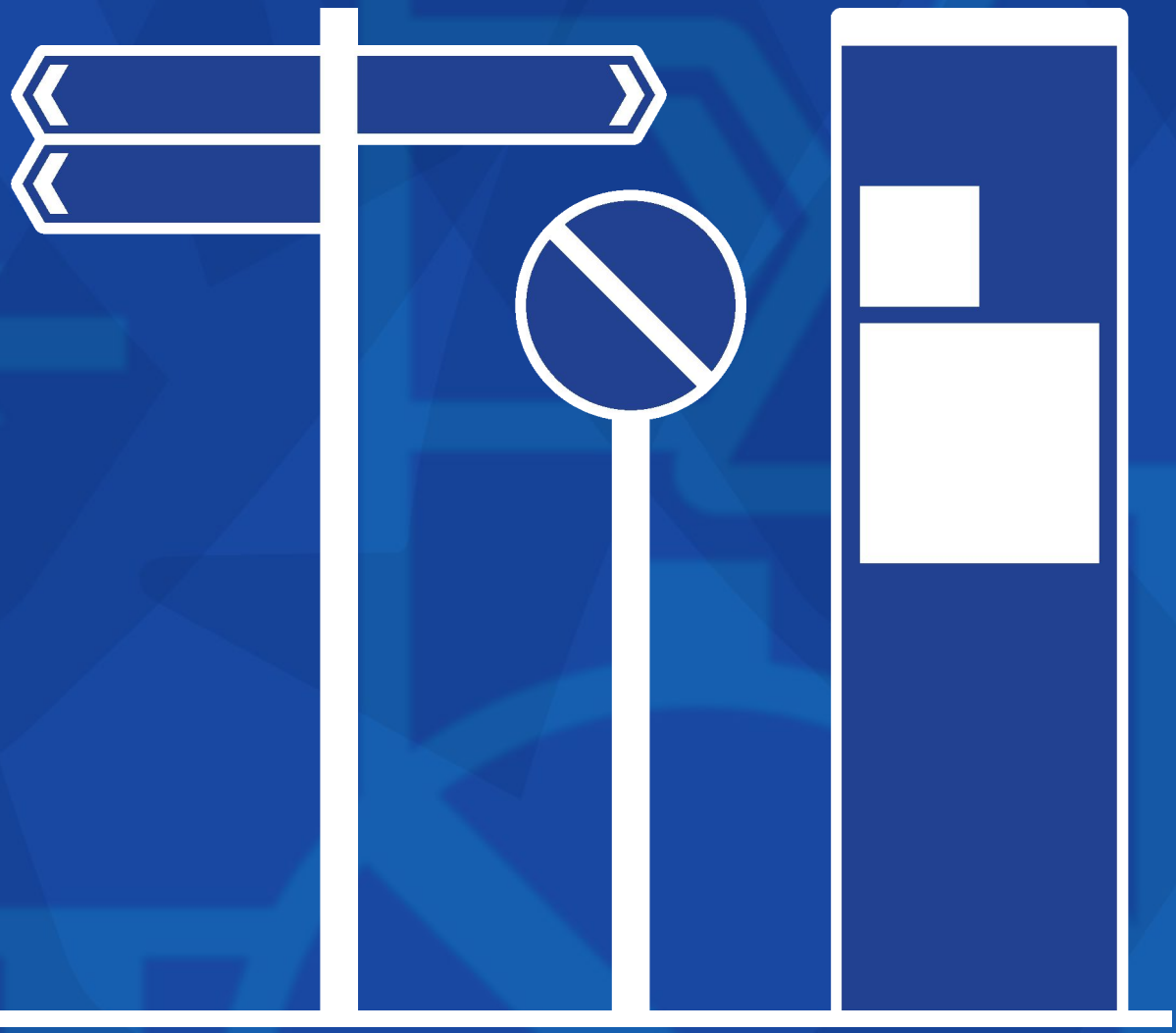




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5. Application

The three systems are complementary and inter-changeable when applied to pathways. This section outlines a series of typical street situations. These are in three urban forms: city centre, suburban and countryside. This is not comprehensive or includes every situation in this iteration of the Toolkit. The ambition is to include every repeatable type of junction and feature in future iterations of the Toolkit.



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5.1 Context and principles

This section comprises a range of typical scenarios in which the standards and guidance set out in the Toolkit is applied to typical situations.

They do not intend to cover every possible combination, arrangement or layout that can be experienced in the public realm. They describe applications to the most common scenarios, which by their very nature are those that practitioners will recognise in their day to day evaluations.

The intention is that future versions of this toolkit will cover all possible street situations.

They focus on the interaction and relationship between the users of different modes and their respective infrastructures:

➔ walking and wheeling
➔ cycling
➔ motor vehicles

Application principles

Design consistency: Ensuring that signage and wayfinding elements are uniform across different scenarios for ease of recognition and understanding.

User-centric: Focusing on the needs and behaviours of different users – pedestrians, cyclists, and motorists – in each scenario.

Safety and accessibility: Prioritising features that enhance safety for all users, especially those with disabilities.

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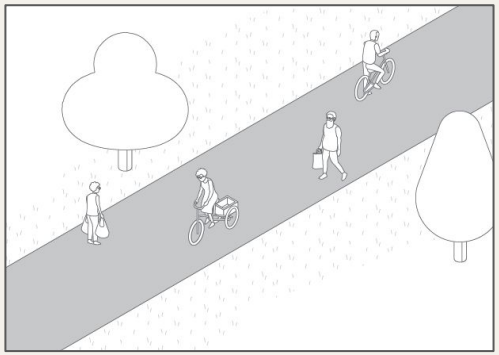
5.2 Pedestrian and cyclist path infrastructure

Paths used by both pedestrians and cyclists can differ in design from shared to separated, each denoting different behavioural expectations and realities.

Research shows that travel speeds naturally adapt depending on the type of path. A segregated cycle path encourages faster speeds, for good reason – this is a cycling 'fast lane'.

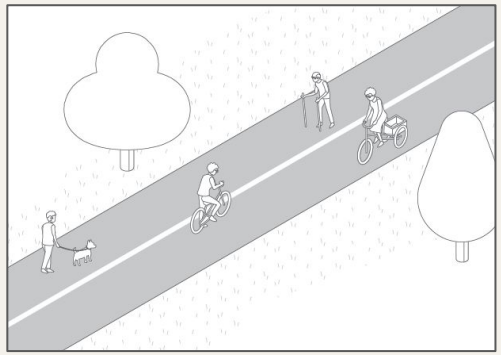
Soft separated paths can create an illusion of cycle priority, and increase the speeds at which cyclists travel. It is extremely easy for pedestrians to cross into the cycle lane without knowledge, particularly for those with visual impairments. The National Transport Authority in Ireland advises against white line separation for this reason.

Soft separated paths are therefore not recommended as good practice to implement. Shared or hard separation should be considered to replace any paths with existing soft separation.



Shared paths
Pedestrian and cyclist sharing.

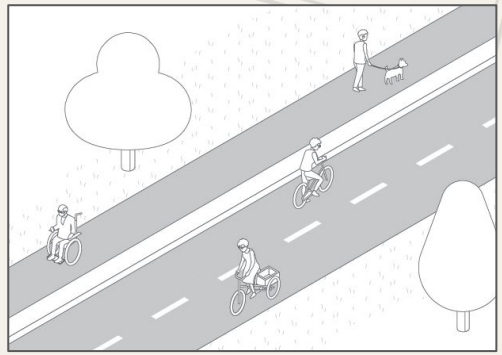
Heightened sense of awareness and leniency in behaviour required.



Soft separated paths
Pedestrian and cyclist separation.

Lack of adherence or observation makes sharing a reality. No solid barrier.

Not recommended for implementation



Hard separated paths
Pedestrian and cyclist separation.

Optimal for both user groups.







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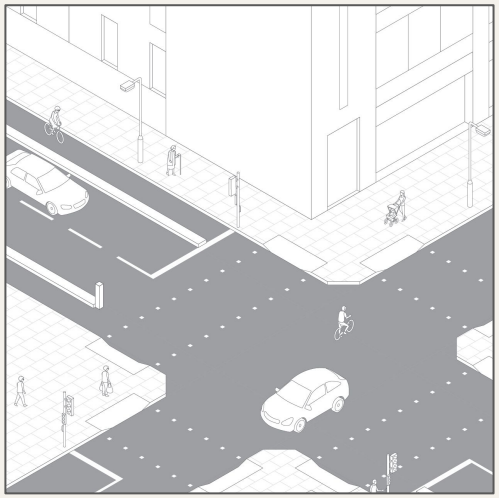
5.3 Scenarios overview

Typical scenarios, where the guidance is applied, have been developed for three typical landscapes:

- ➔ **City and town centres**
- ➔ **Suburbs**
- ➔ **Villages**

These three landscapes include a spectrum of road, building and natural element types that exist in the public realm. They allow for the visualisation of typical scenarios reflective of the UK's local identity.

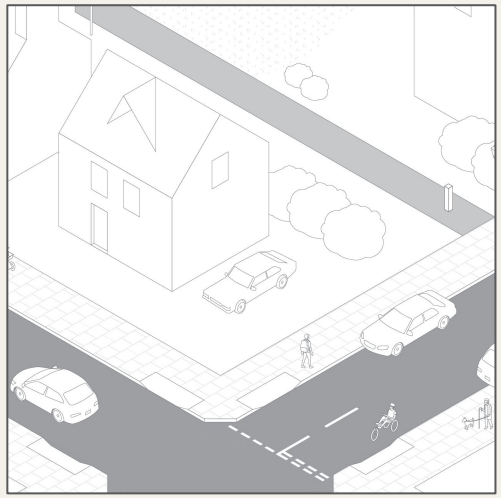
They are not intended to be complete and to cover every street scenario. These will be added in future versions of this Toolkit.



5.3 City and town centres

City/town centres are areas with a high density of destinations, pedestrianised areas and cycling infrastructure.

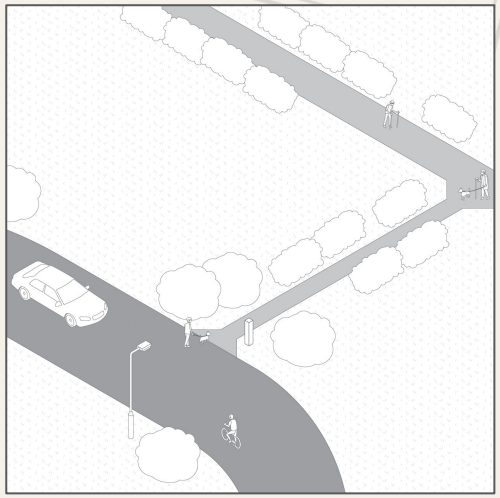
City/town centre scenarios outlined on the following pages explore how directional, awareness and behavioural signs support people needs across primary routes, secondary routes, C-routes and N-routes.



5.4 Suburbs

Suburbs are areas that do not have a high density of destinations, but may be located adjacent to a high-density area. Suburban areas are heavily pedestrianised, however do not include as much cycling infrastructure as city/town centres do.

Suburb scenarios outlined on the following pages explore how directional, awareness and behavioural signs support people needs across primary routes, secondary routes, tertiary routes, residential pathways and N-routes.



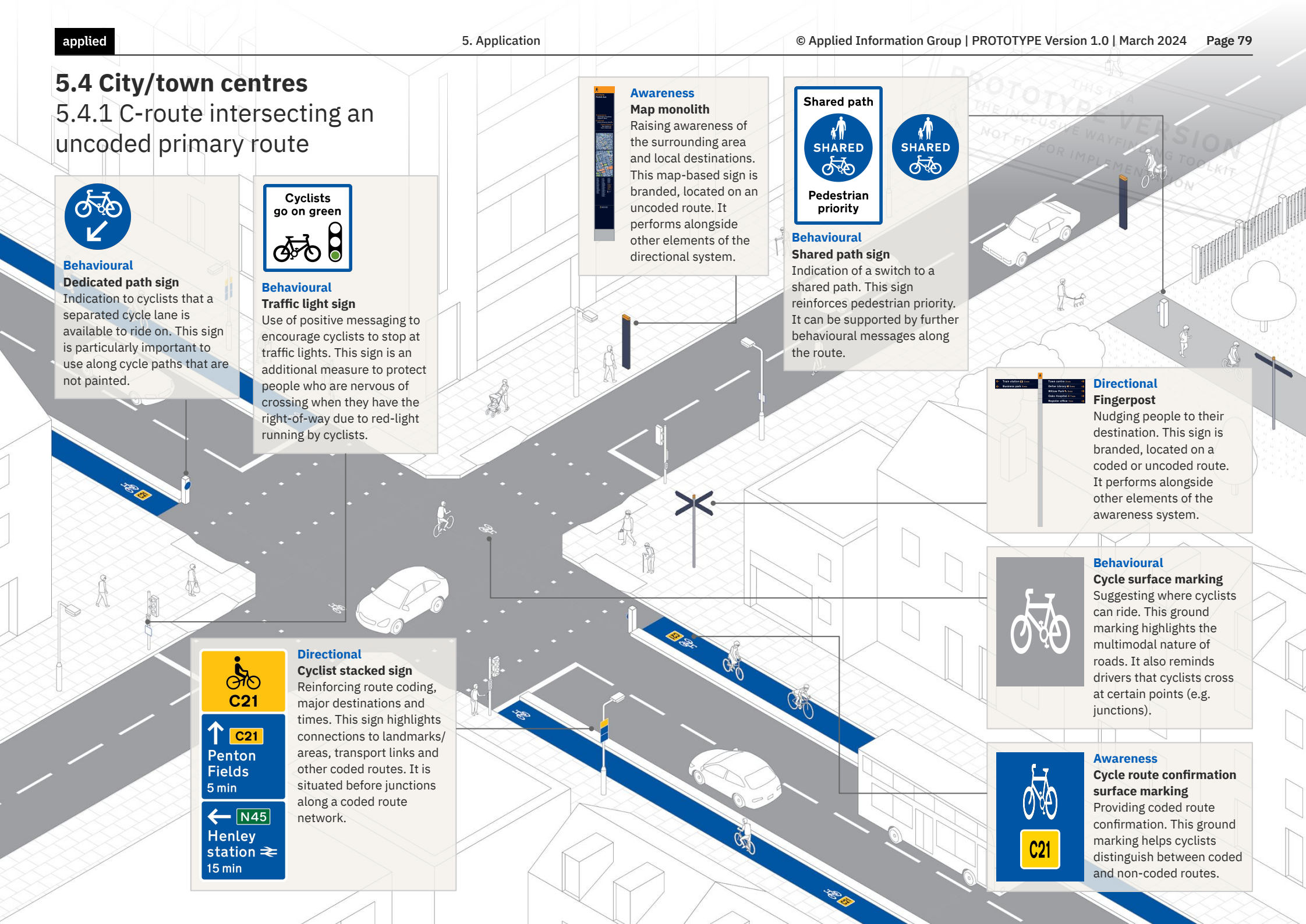
5.5 Villages

Rural/village settlements are areas with a low density of scattered destinations. These environments are abundantant with pedestrian and cycle routes in the form of paths and trails despite the lack of heavily pedestrianised areas and cycling infrastructure.

Village scenarios outlined on the following pages explore how directional, awareness and behavioural signs support people needs across primary routes, secondary routes, tertiary routes and rural pathways.

5.4 City/town centres

5.4.1 C-route intersecting an uncoded primary route



Behavioural
Dedicated path sign
Indication to cyclists that a separated cycle lane is available to ride on. This sign is particularly important to use along cycle paths that are not painted.

Behavioural
Traffic light sign
Use of positive messaging to encourage cyclists to stop at traffic lights. This sign is an additional measure to protect people who are nervous of crossing when they have the right-of-way due to red-light running by cyclists.

Awareness
Map monolith
Raising awareness of the surrounding area and local destinations. This map-based sign is branded, located on an uncoded route. It performs alongside other elements of the directional system.

Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

Directional
Fingerpost
Nudging people to their destination. This sign is branded, located on a coded or uncoded route. It performs alongside other elements of the awareness system.

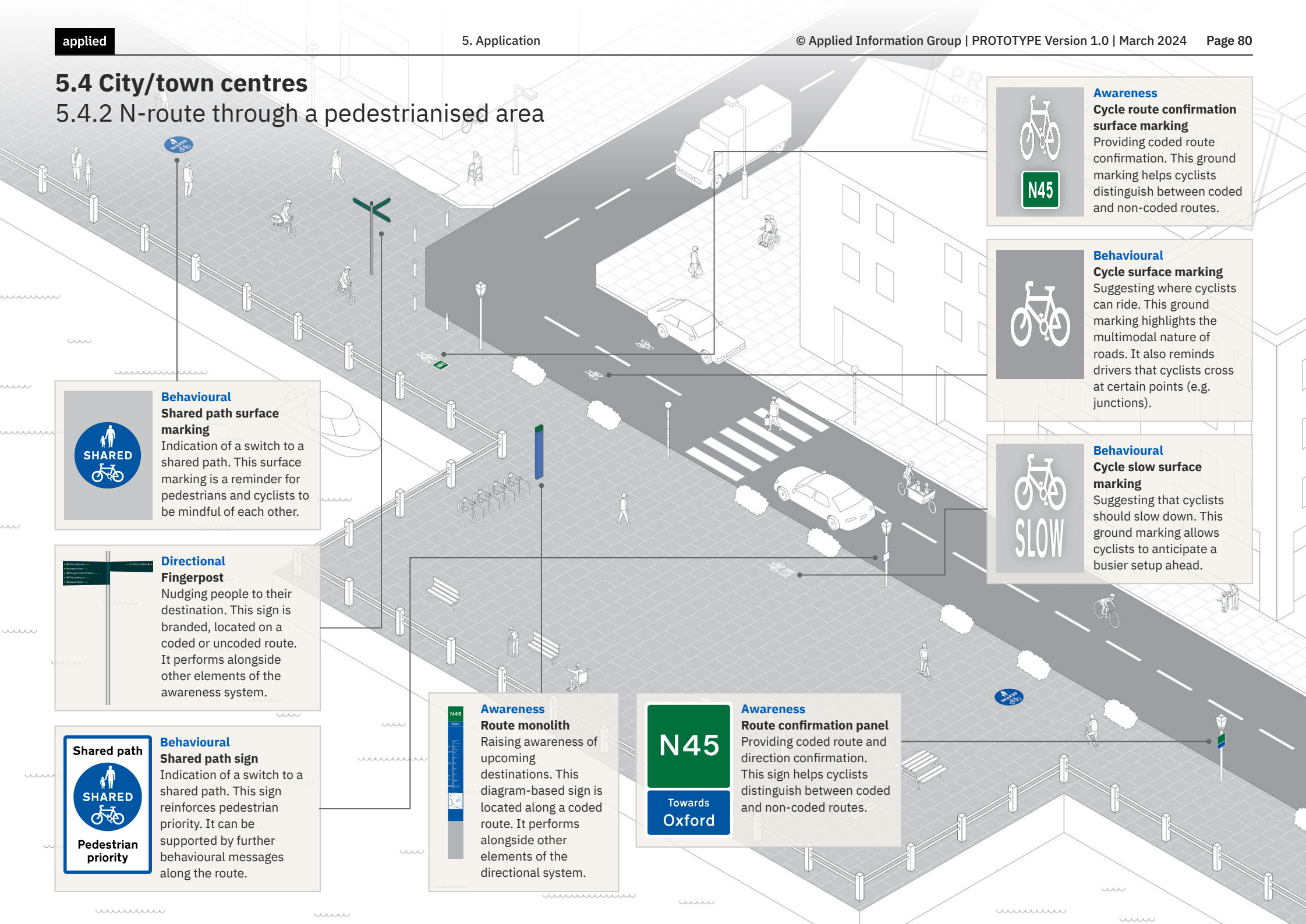
Directional
Cyclist stacked sign
Reinforcing route coding, major destinations and times. This sign highlights connections to landmarks/ areas, transport links and other coded routes. It is situated before junctions along a coded route network.

Behavioural
Cycle surface marking
Suggesting where cyclists can ride. This ground marking highlights the multimodal nature of roads. It also reminds drivers that cyclists cross at certain points (e.g. junctions).

Awareness
Cycle route confirmation surface marking
Providing coded route confirmation. This ground marking helps cyclists distinguish between coded and non-coded routes.

5.4 City/town centres

5.4.2 N-route through a pedestrianised area



Awareness
Cycle route confirmation surface marking
Providing coded route confirmation. This ground marking helps cyclists distinguish between coded and non-coded routes.

Behavioural
Cycle surface marking
Suggesting where cyclists can ride. This ground marking highlights the multimodal nature of roads. It also reminds drivers that cyclists cross at certain points (e.g. junctions).

Behavioural
Cycle slow surface marking
Suggesting that cyclists should slow down. This ground marking allows cyclists to anticipate a busier setup ahead.

Behavioural
Shared path surface marking
Indication of a switch to a shared path. This surface marking is a reminder for pedestrians and cyclists to be mindful of each other.

Directional
Fingerpost
Nudging people to their destination. This sign is branded, located on a coded or uncoded route. It performs alongside other elements of the awareness system.

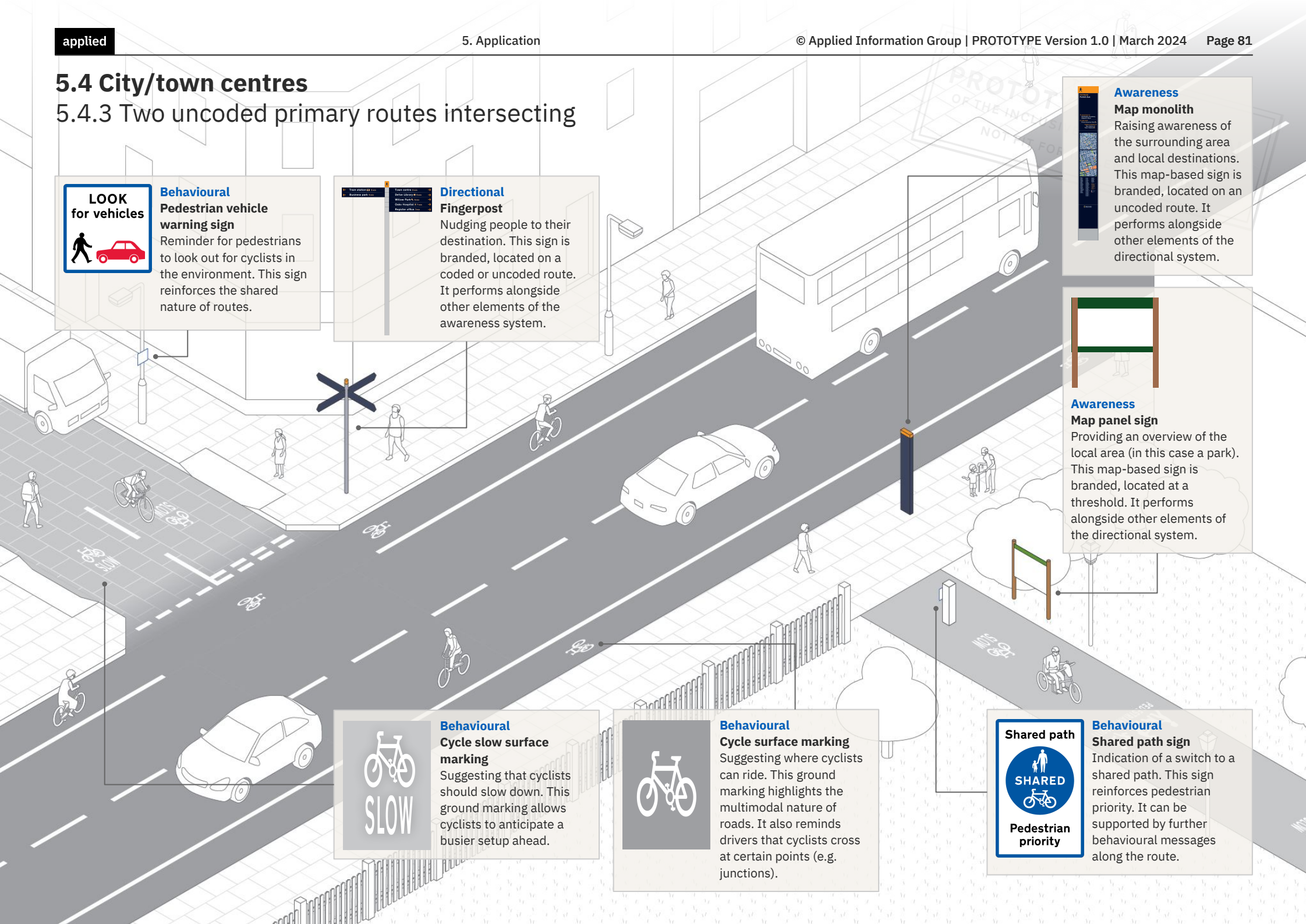
Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

Awareness
Route monolith
Raising awareness of upcoming destinations. This diagram-based sign is located along a coded route. It performs alongside other elements of the directional system.

Awareness
Route confirmation panel
Providing coded route and direction confirmation. This sign helps cyclists distinguish between coded and non-coded routes.

5.4 City/town centres

5.4.3 Two uncoded primary routes intersecting



Behavioural
Pedestrian vehicle warning sign
Reminder for pedestrians to look out for cyclists in the environment. This sign reinforces the shared nature of routes.

Directional
Fingerpost
Nudging people to their destination. This sign is branded, located on a coded or uncoded route. It performs alongside other elements of the awareness system.

Awareness
Map monolith
Raising awareness of the surrounding area and local destinations. This map-based sign is branded, located on an uncoded route. It performs alongside other elements of the directional system.

Awareness
Map panel sign
Providing an overview of the local area (in this case a park). This map-based sign is branded, located at a threshold. It performs alongside other elements of the directional system.

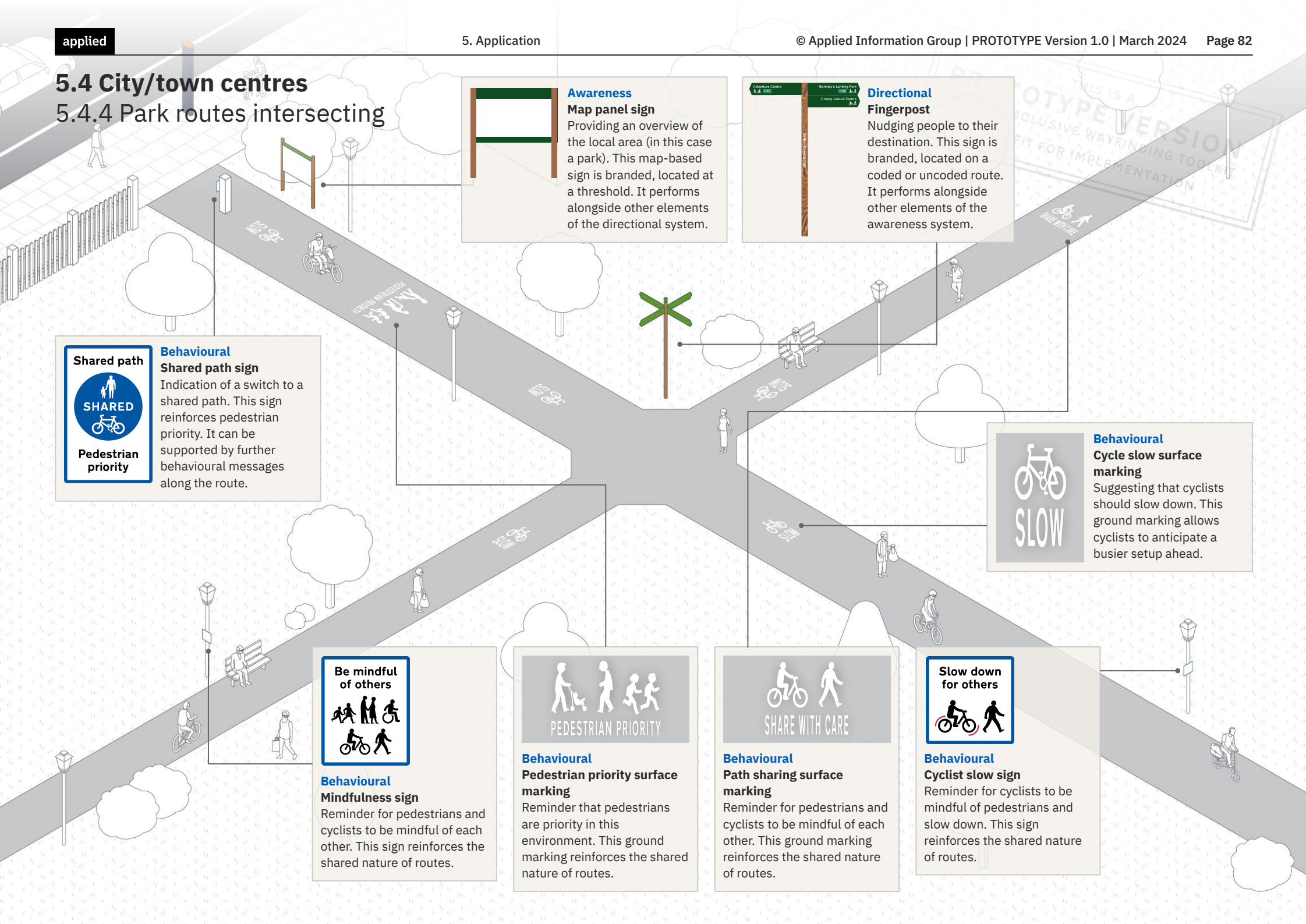
Behavioural
Cycle slow surface marking
Suggesting that cyclists should slow down. This ground marking allows cyclists to anticipate a busier setup ahead.

Behavioural
Cycle surface marking
Suggesting where cyclists can ride. This ground marking highlights the multimodal nature of roads. It also reminds drivers that cyclists cross at certain points (e.g. junctions).

Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

5.4 City/town centres

5.4.4 Park routes intersecting



Awareness
Map panel sign
Providing an overview of the local area (in this case a park). This map-based sign is branded, located at a threshold. It performs alongside other elements of the directional system.

Directional
Fingerpost
Nudging people to their destination. This sign is branded, located on a coded or uncoded route. It performs alongside other elements of the awareness system.

Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

Behavioural
Cycle slow surface marking
Suggesting that cyclists should slow down. This ground marking allows cyclists to anticipate a busier setup ahead.

Behavioural
Mindfulness sign
Reminder for pedestrians and cyclists to be mindful of each other. This sign reinforces the shared nature of routes.

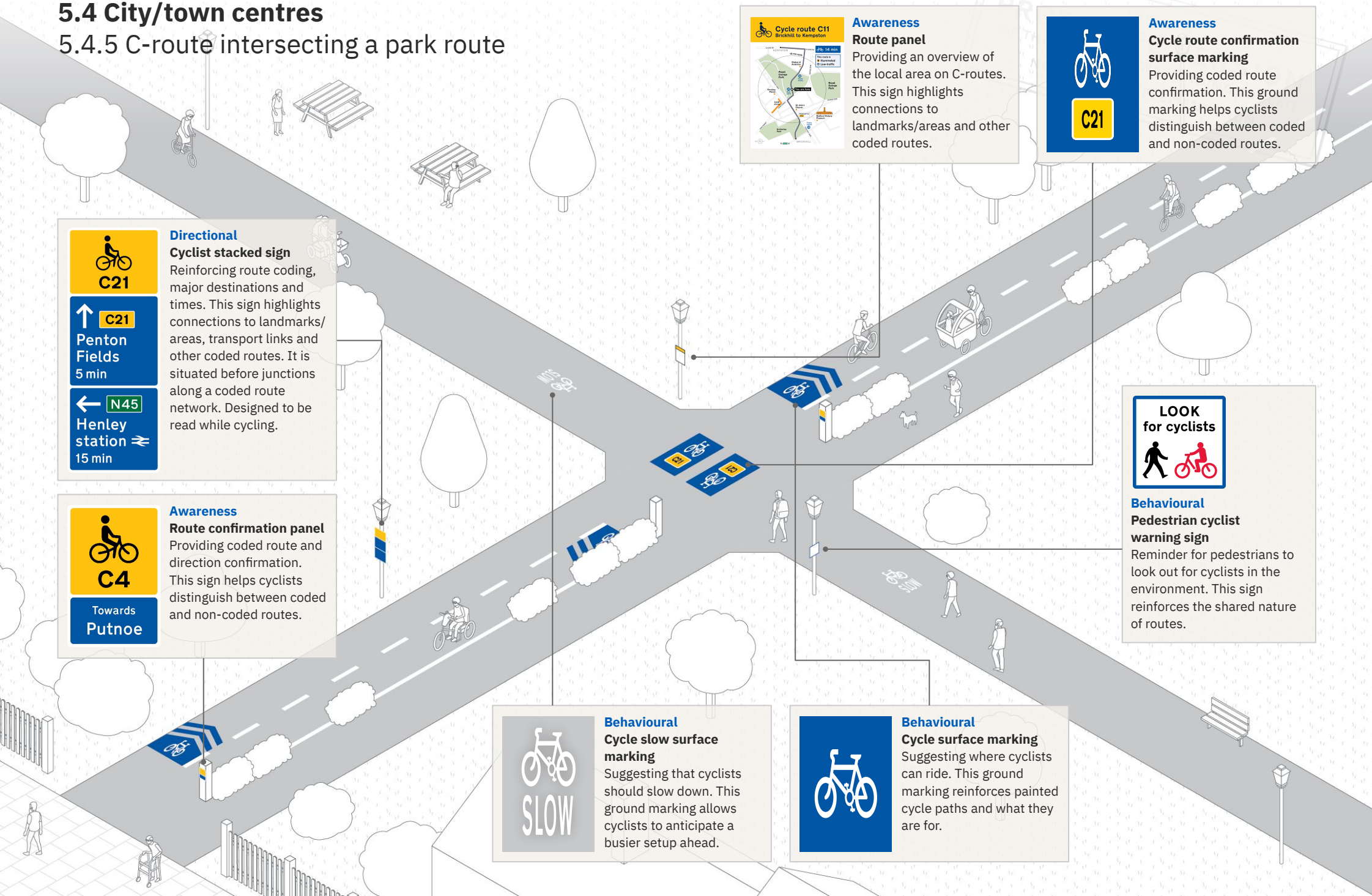
Behavioural
Pedestrian priority surface marking
Reminder that pedestrians are priority in this environment. This ground marking reinforces the shared nature of routes.

Behavioural
Path sharing surface marking
Reminder for pedestrians and cyclists to be mindful of each other. This ground marking reinforces the shared nature of routes.

Behavioural
Cyclist slow sign
Reminder for cyclists to be mindful of pedestrians and slow down. This sign reinforces the shared nature of routes.

5.4 City/town centres

5.4.5 C-route intersecting a park route



Awareness
Route panel
Providing an overview of the local area on C-routes. This sign highlights connections to landmarks/areas and other coded routes.

Awareness
Cycle route confirmation surface marking
Providing coded route confirmation. This ground marking helps cyclists distinguish between coded and non-coded routes.

Directional
Cyclist stacked sign
Reinforcing route coding, major destinations and times. This sign highlights connections to landmarks/areas, transport links and other coded routes. It is situated before junctions along a coded route network. Designed to be read while cycling.

Awareness
Route confirmation panel
Providing coded route and direction confirmation. This sign helps cyclists distinguish between coded and non-coded routes.

Behavioural
Pedestrian cyclist warning sign
Reminder for pedestrians to look out for cyclists in the environment. This sign reinforces the shared nature of routes.

Behavioural
Cycle slow surface marking
Suggesting that cyclists should slow down. This ground marking allows cyclists to anticipate a busier setup ahead.

Behavioural
Cycle surface marking
Suggesting where cyclists can ride. This ground marking reinforces painted cycle paths and what they are for.

5.5 Suburbs

5.5.1 Primary route intersecting a secondary route connecting a residential pathway



Behavioural
Mindfulness surface marking
Reminder for pedestrians and cyclists to be mindful of each other. This ground marking reinforces the shared nature of routes.



Awareness
Local area map panel
Raising awareness of the surrounding area and local destinations. This sign is branded, located on a coded or uncoded route.



Behavioural
Cycle surface marking
Suggesting where cyclists can ride. This ground marking highlights the multimodal nature of roads. It also reminds drivers that cyclists cross at certain points (e.g. junctions).



Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.



Behavioural
Cyclist bell sign
Reminder for cyclists to be mindful of pedestrians and signal they are approaching. This sign reinforces the shared nature of routes.



Awareness
Amenities panel
Nudging people to nearby facilities including public toilets, rest areas and transport connections. This sign performs alongside the directional system.



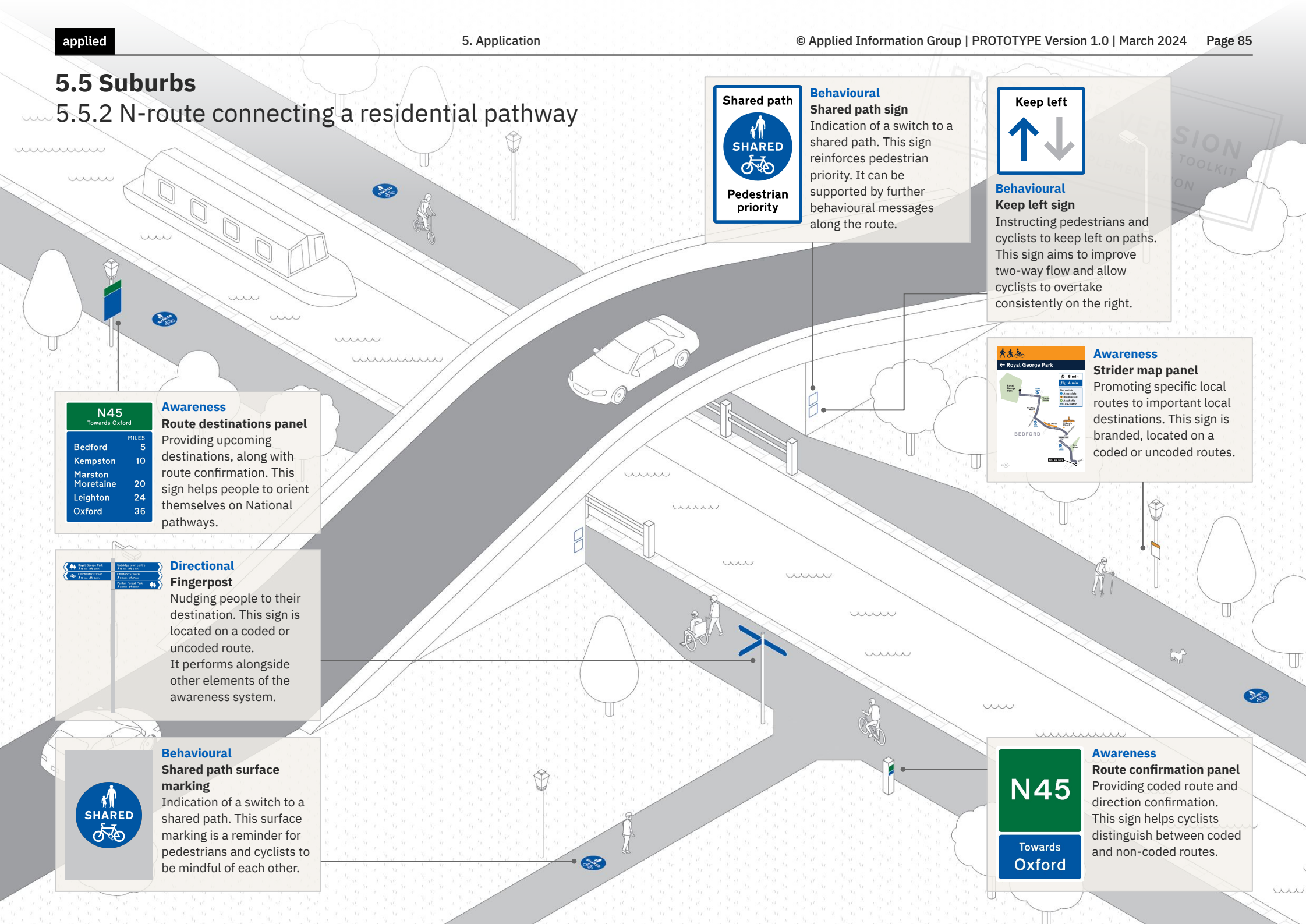
Directional
Fingerpost
Nudging people to their destination. This sign is located on a coded or uncoded route.
It performs alongside other elements of the awareness system.



Directional
Nameplate
Providing confirmation of street names alongside directional information to nearby destinations. This sign consolidates user information in what might be considered as the most predictable of locations.

5.5 Suburbs

5.5.2 N-route connecting a residential pathway



Behavioural
Shared path sign
Indication of a switch to a shared path. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

Behavioural
Keep left sign
Instructing pedestrians and cyclists to keep left on paths. This sign aims to improve two-way flow and allow cyclists to overtake consistently on the right.

Awareness
Strider map panel
Promoting specific local routes to important local destinations. This sign is branded, located on a coded or uncoded routes.

Awareness
Route destinations panel
Providing upcoming destinations, along with route confirmation. This sign helps people to orient themselves on National pathways.

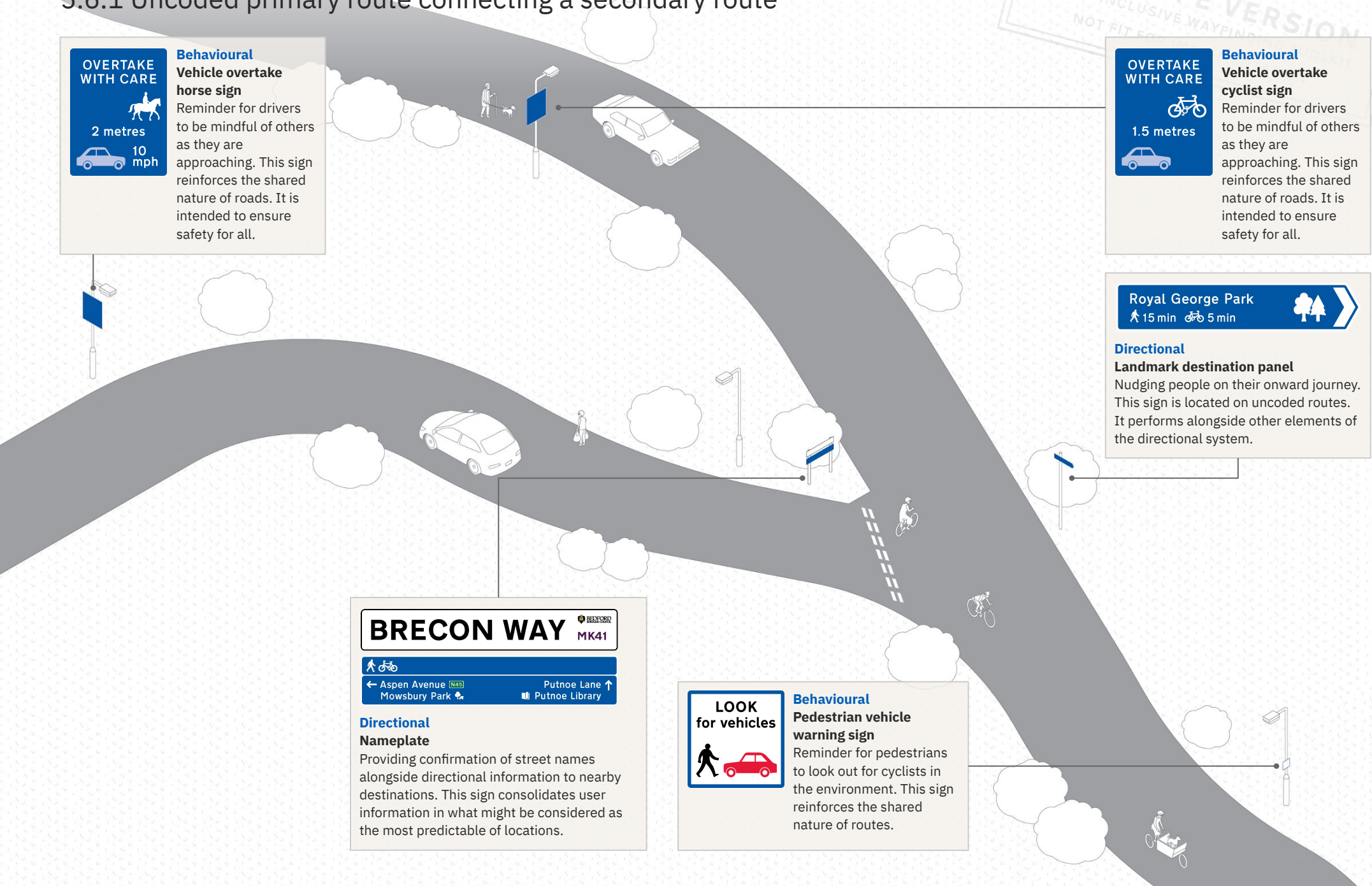
Directional
Fingerpost
Nudging people to their destination. This sign is located on a coded or uncoded route.
It performs alongside other elements of the awareness system.

Behavioural
Shared path surface marking
Indication of a switch to a shared path. This surface marking is a reminder for pedestrians and cyclists to be mindful of each other.

Awareness
Route confirmation panel
Providing coded route and direction confirmation. This sign helps cyclists distinguish between coded and non-coded routes.

5.6 Villages

5.6.1 Uncoded primary route connecting a secondary route



Behavioural
Vehicle overtake horse sign
Reminder for drivers to be mindful of others as they are approaching. This sign reinforces the shared nature of roads. It is intended to ensure safety for all.

Behavioural
Vehicle overtake cyclist sign
Reminder for drivers to be mindful of others as they are approaching. This sign reinforces the shared nature of roads. It is intended to ensure safety for all.

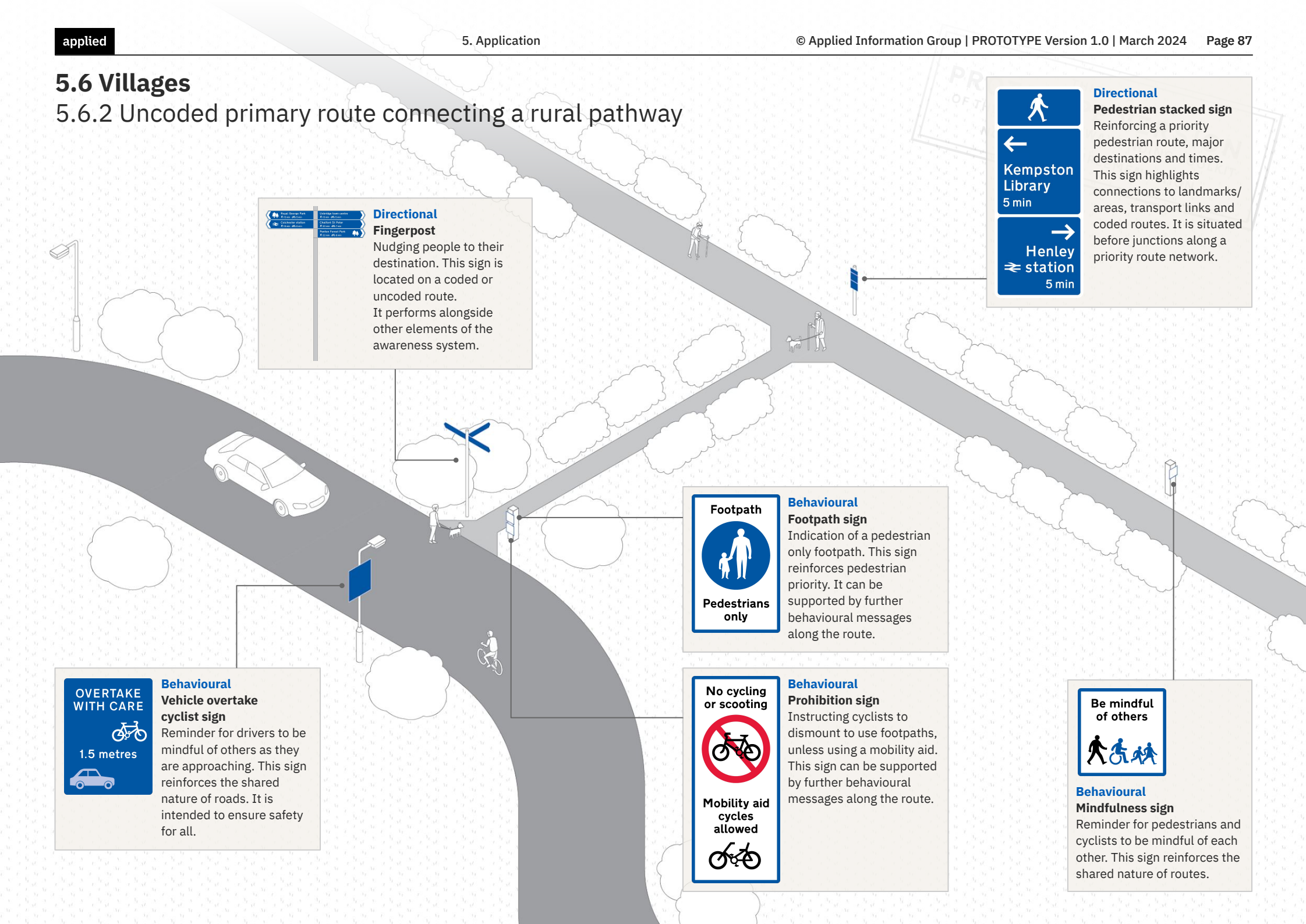
Directional
Landmark destination panel
Nudging people on their onward journey. This sign is located on uncoded routes. It performs alongside other elements of the directional system.

Directional
Nameplate
Providing confirmation of street names alongside directional information to nearby destinations. This sign consolidates user information in what might be considered as the most predictable of locations.

Behavioural
Pedestrian vehicle warning sign
Reminder for pedestrians to look out for cyclists in the environment. This sign reinforces the shared nature of routes.

5.6 Villages

5.6.2 Uncoded primary route connecting a rural pathway



Directional
Fingerpost
Nudging people to their destination. This sign is located on a coded or uncoded route.
It performs alongside other elements of the awareness system.

Directional
Pedestrian stacked sign
Reinforcing a priority pedestrian route, major destinations and times. This sign highlights connections to landmarks/ areas, transport links and coded routes. It is situated before junctions along a priority route network.

Behavioural
Footpath sign
Indication of a pedestrian only footpath. This sign reinforces pedestrian priority. It can be supported by further behavioural messages along the route.

Behavioural
Vehicle overtake cyclist sign
Reminder for drivers to be mindful of others as they are approaching. This sign reinforces the shared nature of roads. It is intended to ensure safety for all.

Behavioural
Prohibition sign
Instructing cyclists to dismount to use footpaths, unless using a mobility aid. This sign can be supported by further behavioural messages along the route.

Behavioural
Mindfulness sign
Reminder for pedestrians and cyclists to be mindful of each other. This sign reinforces the shared nature of routes.

Glossary

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Wheeling
An equivalent alternative to travelling on foot where people use manual, assisted or powered wheelchairs, mobility scooters or rollators. Some use cycles or e-scooters as mobility aids, which is also classified as wheeling

TSRGD
Traffic Signs Regulations and General Directions. The guidelines, supported by law that sets out the design and conditions of use of official traffic signs that can be lawfully placed on or near roads in Great Britain and the Isle of Man

DfT
Department for Transport

Trip attractors
Destinations of significance that generate footfall and journeys

Bridleways
Trail or thoroughfare used by people riding on horses

Shared paths
Paths for use by multiple modes of travel (e.g. pedestrians and cyclists). These are common in parks

Separated paths
Paths separated by graphic or physical elements that create facilities for exclusive use by different modes of travel (e.g. pedestrians and cyclists).

Soft separated paths
Active travel paths adjacent to carriageways or pedestrian and cycle paths separated by a graphic element; e.g. continuous lines or painted cycle paths. Some guidance documents may refer to these as ‘separated’

Hard separated paths
Active travel paths adjacent to carriageways or pedestrian and cycle paths separated by a physical, infrastructural element; e.g. raised kerbs, planters or road surface installations. These are recommended over soft separated paths as they provide more priority and have less permeability, potentially reducing conflicts. Some guidance documents may refer to these as ‘segregated’

About the authors

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Applied Information Group

Applied is a global design practice at the forefront of the field of physical user experience design (UX). Applied help people avoid getting lost. They devise systems that help people move through busy places easily, productively and with certainty. Making journeys effortless, by better explaining environments and making them more intuitive and memorable – more legible.

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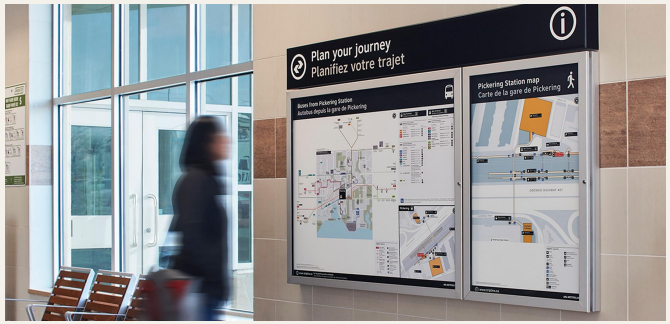
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If you need advice implementing the Inclusive Wayfinding Toolkit in your area, please contact us advisory@appliedinformation.group

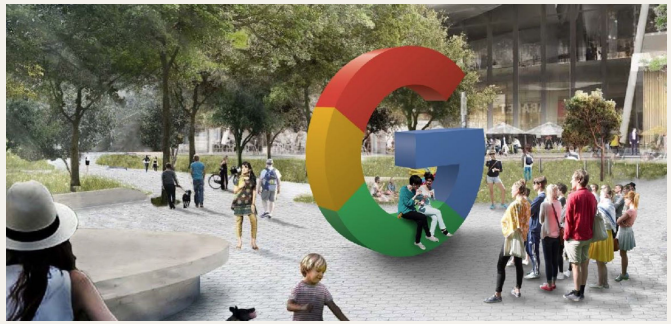
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Applied's Legible London reversed a trend of less walking, setting an international standard for city wayfinding.



Piecing together disparate transport systems in Toronto to make sense of $50bn of investment.



Google's wayfinding system is devised to deliver rapid growth with intelligence.

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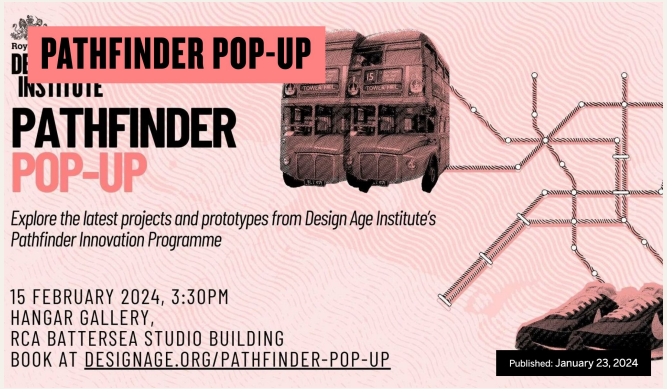
This toolkit has been developed as part of the Pathfinder project funded by the **Design Age Institute** and the **Royal College of Art.**

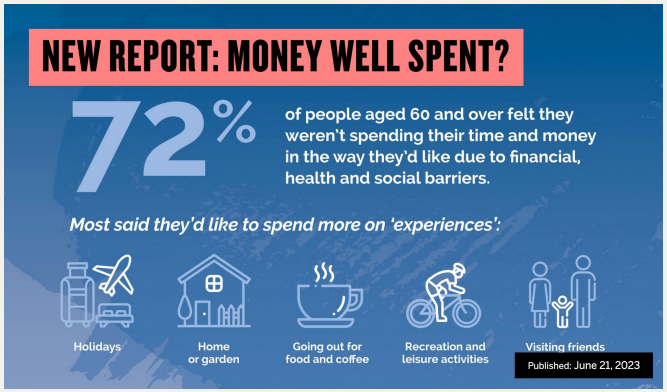
The Design Age Institute is the UK's national strategic unit for design and the healthy ageing economy. The Institute brings together designers, businesses, researchers and communities to help address the challenges and opportunities of an ageing society.

The Institute works collaboratively across sectors to help stimulate the untapped potential of the longevity economy and establish a better functioning marketplace. They offer strategic design services for business and industry include access to original research, design management support, and skills development and training.

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For more information visit designage.org







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PROTOTYPE Version 1.0
March 2024
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This is a prototype design system and toolkit. This version is intended for pilot implementation and testing throughout 2024. This will lead to a Toolkit v2.0 that can be delivered by all local authorities.

Interested in being a pilot, have questions or seeking advice about how to implement wayfinding, please contact us advisory@appliedinformation.group

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