

Transport for London



CYCLING REVOLUTION LONDON

End of Year Review 2010

MAYOR OF LONDON

Transport for London



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1. Introduction by Kulveer Ranger



Transport is about more than just getting from A to B and the Cycling Revolution is about more than getting people onto bicycles.

Cycling is the cleanest, greenest form of transport with short and medium term benefits such as getting fit and saving money but also with longer financial and environmental benefits for everyone living and working in the city.

Historically, Londoners traversed the city on two wheels and in the modern booming cities of the tiger economies of China and India cycling is a mainstay with more than 20 per cent of the population choosing to cycle.

We are a leading global city and I'm proud our Mayor has put his support into a Cycling Revolution that will benefit all Londoners, whether they cycle or not.

In the next year we will be working hard to make sure the Mayor's cycling revolution is making a real impact in outer London with our Biking Boroughs programme as well as improving the quality of cycling in central London; making it easier and safer for cyclists to get around.

Another key aim is to get tomorrow's cyclists in the saddle by teaming up with schools to encourage safe cycling amongst young people.

The successful measures to embed cycling into other transport programmes, improve safety, tackle cycle theft, increase cycle parking and cycle training provision that we have already introduced will continue.

We will be launching two new cycle superhighways and taking Barclays Cycle Hire east towards the Olympic park as London gears up for the 2012 games.

The Mayor and I believe that the measures we have taken, and those planned for 2011, mean that London is well on its way to becoming the best big cycling city in the world. 2010 may well have been the year of cycling but in 2011 we hope Londoners will continue to embrace and enjoy the benefits of living in a cyclised city by getting on two wheels and joining the revolution.

Kulveer Ranger, The Mayor's Transport Advisor

2. The year of cycling in numbers

- Barclays Cycle Superhighways routes 3 and 8 have created **24 miles** of new or improved cycle lanes
- **198 junctions** have been improved to help create safer conditions for cyclists on the Barclays Cycle Superhighways
- Barclays Cycle Hire consists of approximately **5,000 bicycles** and **361 docking stations** across **45 square kilometres** of central London
- More than **2.1 million journeys** have been made using Barclays Cycle Hire
- More than **18,000 trips** have been made by non-members since the launch of Barclays Cycle Hire to casual users on 3 December 2010
- 2010 saw the launch of **13 Biking Boroughs** to promote cycling in outer London
- London boroughs improved **53km of cycle routes** during 2009/10
- Greenways were established at **54 locations**, including **18km of improved routes** and **7.5km of new routes**
- TfL has engaged with **87 businesses** in London as part of the Barclays Cycle Superhighways scheme to assist their employees to cycle to work

- Three Sky Rides took place in London, drawing over **100,000 participants**
- The London Cycle Challenge successfully increased cycle commuting, attracting more than **10,000 participants**
- The Mayor's Cycle Safety Action Plan, launched in March 2010, identified **52 actions** to make cycling in London safer
- **39 roadside safety 'trixi' mirrors** installed at junctions are helping drivers of large vehicles to spot cyclists
- **16 organisations** including the Freight Transport Association and NHS London have signed up to work with the Mayor and TfL to create the conditions for a 'cyclised' London
- The Metropolitan Police Service established a **Cycle Task Force** of **40 police officers** to reduce cycle crime and enforce good road user behaviour
- **8,000 bicycles** were **security marked**, making it harder for criminals to dispose of stolen goods
- The Community Cycling Fund for London (CCFfL) funded **47 projects** with over **1,200 participants** receiving cycle training and learning basic bike maintenance skills

- 57 NHS organisations signed up to the NHS Cycling Strategy, pledging to promote cycling to their staff and the wider cycling community
- A Memorandum of Understanding was signed between TfL and the Freight Transport Association on cycle safety
- 1,520 new school cycle parking spaces were delivered at 78 schools

3. Setting the scene for the cycling revolution

Introduction

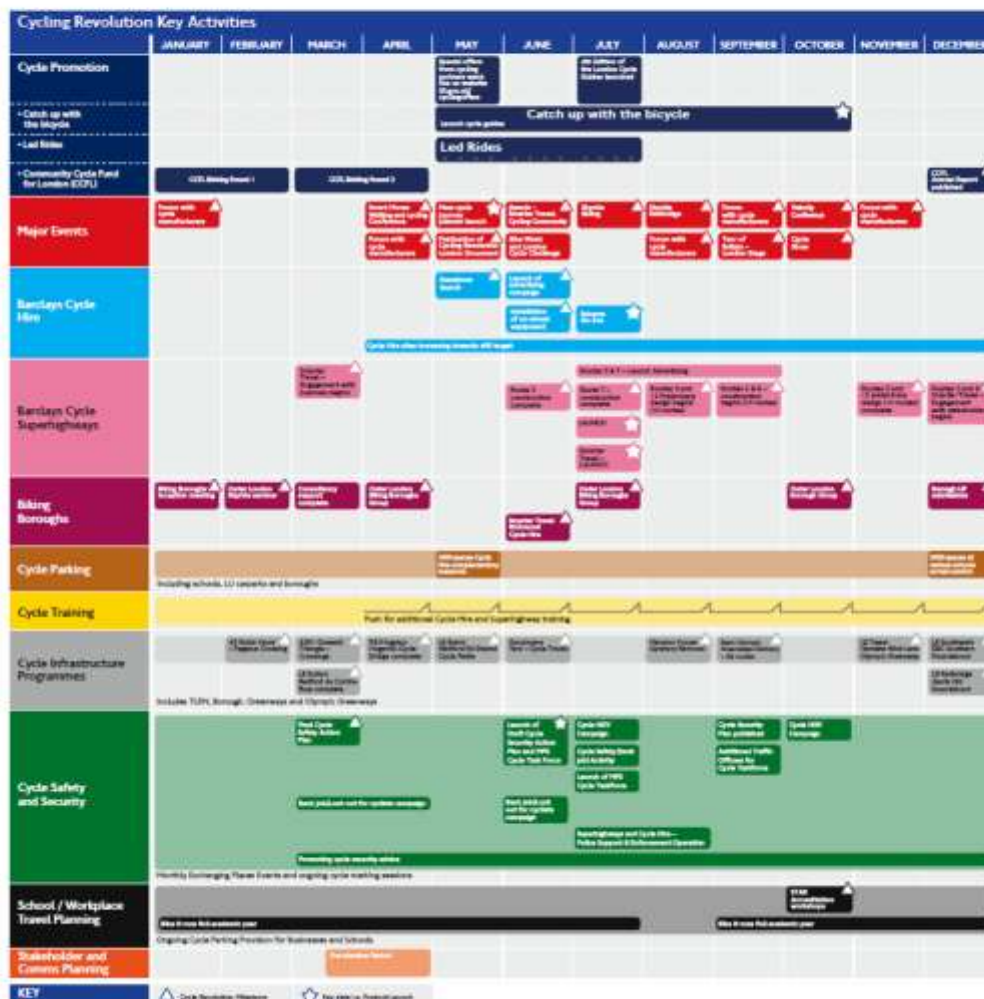
Earlier this year the Mayor published the *Cycling Revolution London* outlining his plans for delivering a ‘cyclised’ city – a civilised city where people can ride their bikes safely and easily in a pleasant environment. The document set out how the cycling revolution has embraced a broad range of areas including safety, security, route improvements, events and promotion. The revolution is helping to make London a greener, cleaner and healthier place to live and work, as well as helping to strengthen London’s economy by improving access to local town centres. As a result, new opportunities for cycle retailers and private enterprises are being created across London.



2010 has been London’s ‘Year of Cycling’ and the cycling revolution has rapidly gathered pace. The Mayor and Transport for London (TfL) are now reviewing progress and developing plans for the future. The purpose of this document is to highlight what has been achieved against each of the action areas set out in *Cycling Revolution London* and to look ahead to the priorities for 2011. The review was undertaken with help from TfL’s partners in the boroughs, public sector partners, the third sector and the commercial sector.

Milestones in the Year of Cycling

The Cycling Revolution Milestones calendar provides a useful overview of the spectrum of cycling activities delivered in 2010. These included everything from the London Sky Rides to localised infrastructure improvements on the Transport for London Road Network. All were designed to tackle the barriers to cycling and make cycling in London easier, safer and more enjoyable than ever before.



4. Creating the revolution

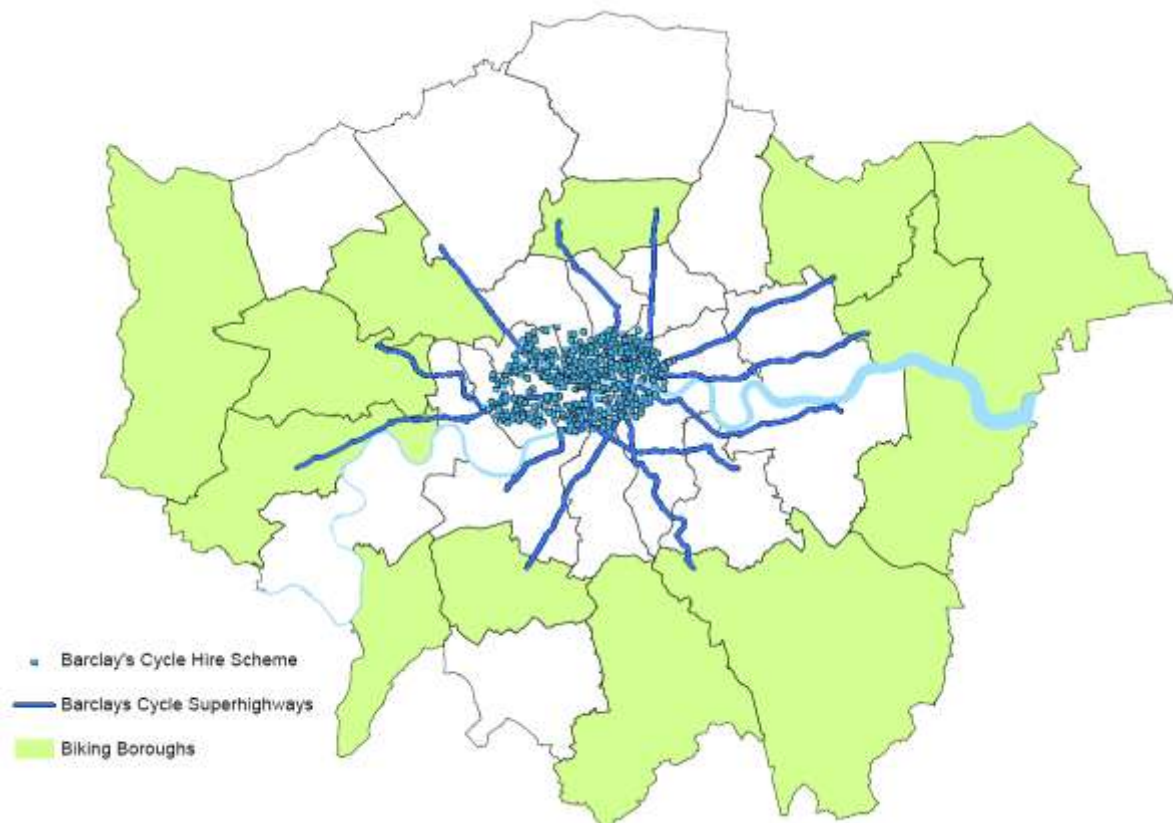


Figure 1. Map of the major programmes under the cycling revolution

4.1 Barclays Cycle Hire

Barclays Cycle Hire expands the opportunities for short cycling trips in London. The scheme is an important new component in London's public transport network – a quick and inexpensive addition to the bus, London Underground, Overground, Docklands Light Railway and river services.



Launched in July 2010 with around 10,000 members, membership of the scheme has soared to around 105,000, with users making an average of 20,000 journeys on the bicycles every week day. The scheme comprises 5,000 bicycles and 361 docking stations across a 45 square kilometre area stretching from Kensington and Chelsea to Tower Hamlets and from Lambeth to Islington. It operates 24 hours a day, 365 days a year. Daily, weekly and annual memberships are available, accompanied by a pricing structure which encourages short cycling trips by offering the first 30 minutes of hire free of charge.

‘Barclays Cycle Hire is a flagship scheme that will change the face of London forever. It will introduce thousands of people to one of the cleanest, greenest and quickest ways of navigating the city’

Barclays Chairman, Marcus Agius



In less than five months, the scheme has transformed the way people make trips around central London, and more than two million journeys have been completed. The scheme opened to casual users in December 2010 with more than 18,000 trips being made by non-members within the first month of operation. Daily usage figures are halfway towards the peak target and this figure is expected to grow now the scheme has opened to casual users and with the launch of the eastern extension in 2011 to areas such as Canary Wharf, Bethnal Green and Bow. Expansion will also see 2,000 bicycles and more docking stations within the existing zone.

4.2 Barclays Cycle Superhighways

Barclays Cycle Superhighways will create 12 radial cycling routes into central London from outer London to provide cyclists with safer, faster and more direct journeys into the city. Cycle Superhighways are a unique 'joined up' package of measures designed to break down the barriers that stop people cycling by combining highway improvements and supporting measures.

Supporting measures included:

- Work with businesses along the routes to improve parking, provide cycle training and promote cycling to staff.
- Work with boroughs along the routes to provide residential cycle parking, cycle training and cycle maintenance.
- Support for school leavers to encourage students to cycle to work once they leave school/college and before they form travel habits centred on other modes.
- Communication to both cyclists and freight operators to raise awareness of lorry blind spots and cyclist 'hot spots'.



The first two pilot routes – Barclays Cycle Superhighway 3 (CS3) along the A13 from Barking to Tower Gateway and Barclays Cycle Superhighway 7 (CS7) along the A24 from Merton to the City – opened on time and under budget in July 2010. The two routes provide 24 miles of new or improved cycle lanes, 94 new or improved advanced stop lines at least 5m deep and 39 roadside safety mirrors.

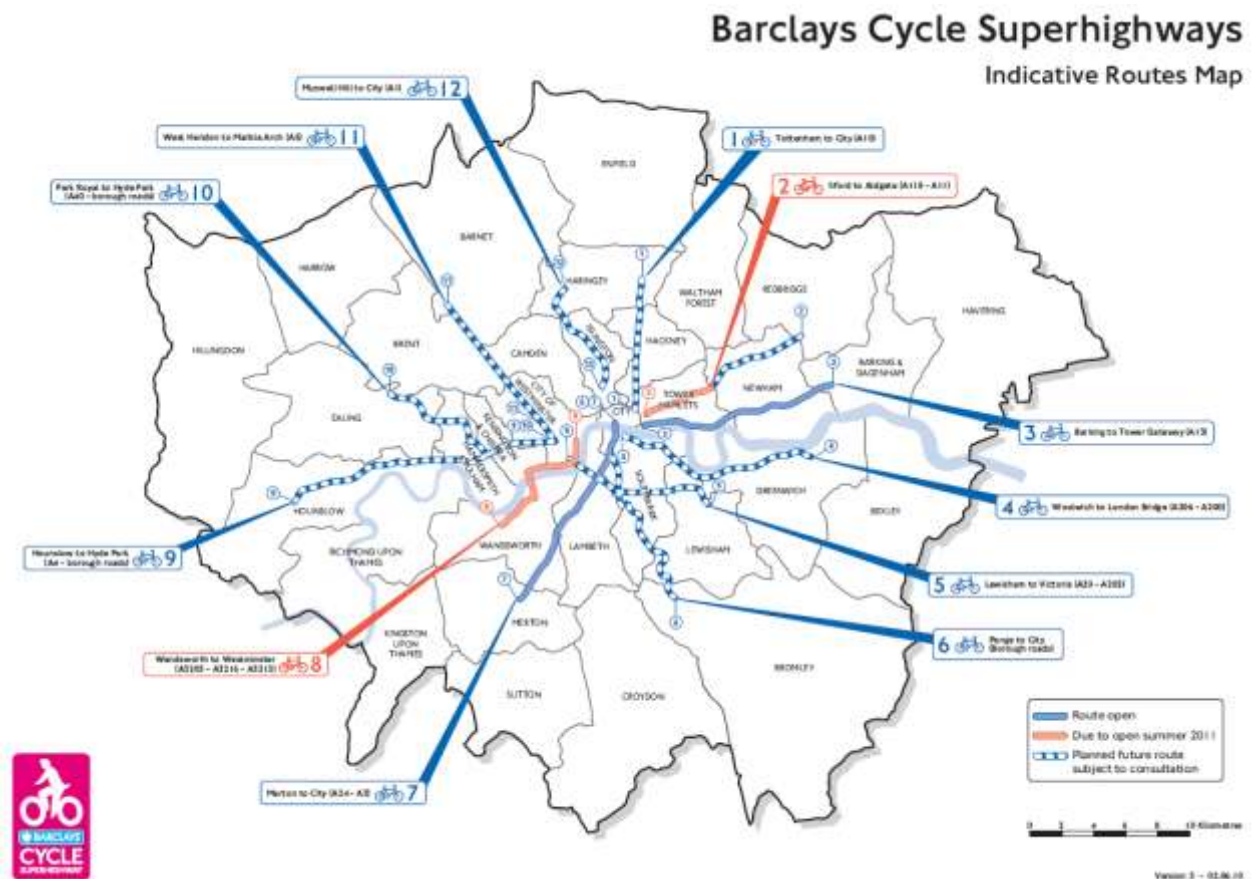


Figure 2. Map of the Barclays Cycle Superhighways Routes

Early results from both routes suggest an overall increase of 70 per cent in cycle flows following the launch of the scheme¹. Customer research among the Superhighways target market and people living within 1.5km of the pilot routes illustrates the programme's early success. Of those interviewed, it was found that 111 per cent of people using CS3 and CS7 had shifted from another mode of transport since the launch of the Superhighways².

Along the routes, TfL collaborated with around 100 workplaces, representing 46,000 staff, to support cycling and to improve facilities. A total of 2,372 cycle parking spaces were installed in residential areas close to the routes, at workplaces and on the routes themselves.

¹ A comparison of cycle counts from October 2009 and October 2010, TfL, January 2011

² Travel in London 3, TfL, December 2010

'Thank you so much for the super cycling highway. It is a tremendous asset. I have been able to cycle from my house in Merton to my sister's home in Newham along this highway. We have lived at this distance for the past 35 years. It was a very enjoyable ride and I am full of appreciation for the fact that cycling in London is being encouraged, facilitated and made safer. Twins reunited by superhighway!'

Letter from local resident

Case Study: Cycle parking at Du Cane Court in Wandsworth

Barclays Cycle Superhighway 7 passes directly in front of Du Cane Court, a residential block with over 900 flats. As part of the Superhighway implementation, Wandsworth Council, using funding provided by TfL, installed 66 cycle parking spaces for residents of the flats.



4.3 Biking Boroughs

Outer London requires an approach that addresses the variety of complex journeys made locally for education, leisure and commuting. The Biking Boroughs programme has been designed to meet this requirement and to improve conditions for cycling in outer London boroughs. Early in 2010, 13 London boroughs became Biking Boroughs. TfL supported each of them to develop cycling strategies that set out their priorities for improving cycling conditions. The cycling strategies focus on targeting trips that are potentially 'cycleable'. In this way the Biking Boroughs are able to use their resources effectively, which should lead to increased cycling levels in outer London.

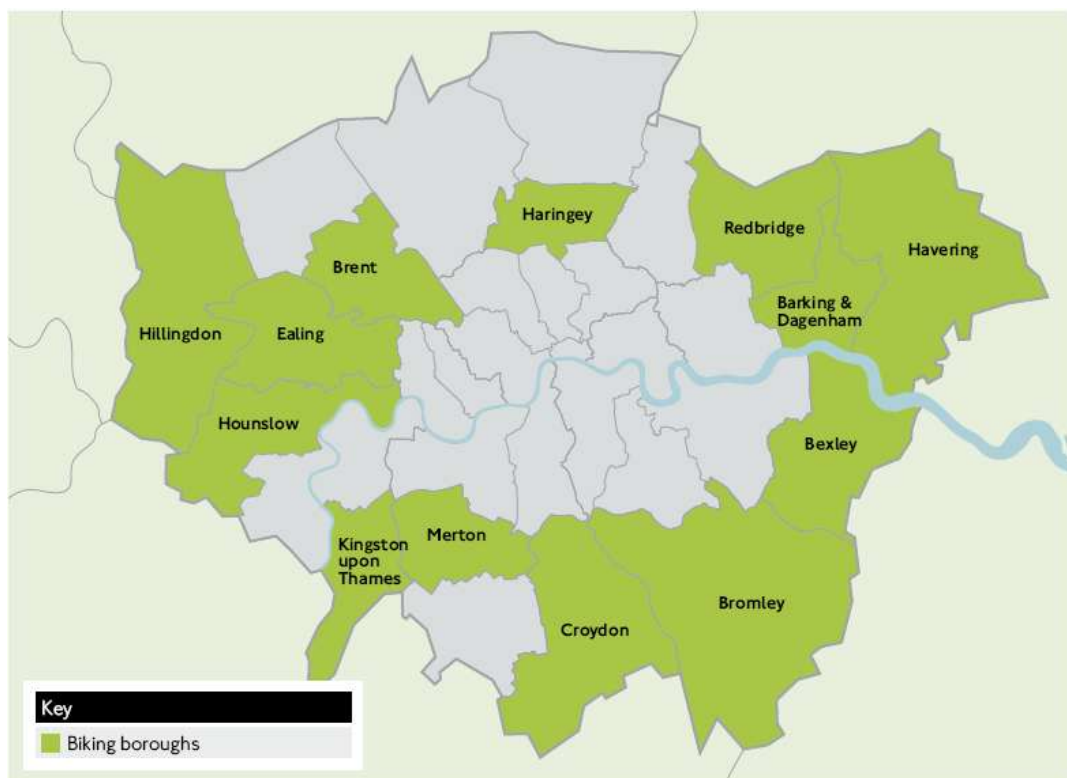


Figure 3. Map of Biking Boroughs

The strategies have guided the development of the boroughs' three-year Local Implementation Plans (LIPs). TfL has set up a series of regular workshops with the Biking Boroughs, focusing on specific areas such as cycling marketing and promotions, enabling borough officers and TfL to exchange good practice.

CASE STUDY: THE BIKING BOROUGH PROGRAMME

Hounslow's Biking Borough strategy has helped the borough to plan a broad range of measures to improve cycling. Initiatives that will be delivered in Hounslow in 2011 include:

- Free cycle confidence training for adults and children, including the development of a cycle referral programme through local GP's.
- Infrastructure improvements to the cycle network in Isleworth and Brentford
- New cycle parking and improved information about cycling at designated housing estates, to be delivered in partnership with Hounslow Homes
- Further development of the Greenways network, with shared use paths introduced in Hanworth and Crane Park.

4.4 Cycle safety

In 2010, TfL published 'Casualties in Greater London during 2009'. This reported that the number of cyclists killed and seriously injured fell by three per cent between 2008 and 2009, but slight cyclist casualties rose by 17 per cent. There has, however, been a 117 per cent rise in cycling since 2000 on the Transport for London Road Network (TLRN). The number of cyclists killed and seriously injured has fallen relative to the increase in cycle trips on the TLRN.

In March 2010 the Mayor published his Cycle Safety Action Plan, setting out nine areas for action. These included making infrastructure safer, cycle training and communications. There has been good progress on many of the 52 actions within the plan. Some of the achievements are highlighted below:

- Throughout 2010, infrastructure improvements were made across London to improve safety. This included improvements to 198 junctions on the Barclays Cycle Superhighways.
- Cycle training was promoted to adults through the 'Catch up with the bicycle' campaign and to children through schools with approximately 40,000 children receiving cycle training in 2010. TfL provided additional funding to boroughs hosting Barclays Cycle Hire and Barclays

Cycle Superhighways to meet the extra demand for training generated by these programmes over their first year of operation. Between July and September 2010, there were 2,000 requests for cycle training via the TfL website.

- Cycle safety messages were communicated to cyclists and motorists. Communications included a campaign to encourage drivers to look out for cyclists and a campaign to raise awareness among cyclists of goods vehicles' blind spots. Safety messages were also promoted alongside Barclays Cycle Hire and Barclays Cycle Superhighways.

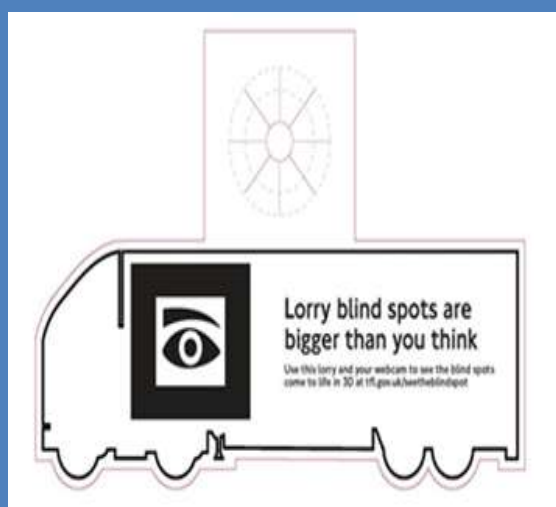
Case study: Examples of cycle safety promotional material

The campaign poster for the HGV cycle safety campaign



The HGV cycle safety campaign aims to reduce the number of cyclists killed or seriously injured in collisions involving lorries. Using posters, bike hangers and press activity, the campaign is changing the behavior of cyclists on the road, with the number of frequent cyclists saying they hang back behind lorries at junctions increasing from 38% of frequent cyclists before the campaign, to 49% after. A third phase of activity is planned for March 2011.

An example of the bike hanger featured in the HGV cycle safety campaign



The HGV cycle safety campaign features 11,500 cardboard hangers, placed on parked bicycles. The hangers feature 'Augmented Reality', a new technology that enables cyclists to use the hanger with a computer webcam to see a lorry's blind spot animated on screen for themselves.

Case Study: Stockwell gyratory improvements for cyclists

The busy Stockwell gyratory system linking the A3 and A203 features fast moving and lane changing traffic, making the gyratory an uncomfortable place for cyclists. As part of Barclays Cycle Superhighway route 7, a number of improvements were carried out to the junction to provide more space for cyclists, including the use of a physical island to separate traffic and cyclists, a dedicated mandatory cycle lane and the altering of traffic signal timings, to allow for changes in traffic flows.

Stockwell gyratory before and after the opening of Barclays Cycle Superhighway 7



TfL is working with the DfT and its partners to improve cycle safety through changes to traffic regulations and signs in London.

- 'Fresnel' lenses are placed on windows of HGVs to reduce blind spots. A total of 1,000 additional lenses have been distributed through the Freight Operator Recognition Scheme since the launch of the Cycling Safety Action Plan
- A trial of roadside safety 'trixi' mirrors went ahead. Thirty-nine mirrors across the TLRN network help drivers of large vehicles to see cyclists on their nearside at junctions. The results of the trial will be available at the end of 2010
- In July, TfL and the Freight Transport Association launched the Memorandum Of Understanding (MOU) on cycling. The MOU aims to improve safety between lorries and cyclists. The MOU contains a commitment to reducing the number of HGVs making deliveries on cycle routes with high flows during peak times
- A particular highlight was the launch of the driver Certificate of Professional Competence (CPC) training module 'Safer driving in London', aimed at HGV drivers. Ninety-three per cent of drivers taking part in the course said they would change their behaviour as a result
- Cycle safety awareness was directed at London bus drivers through a bus driver roadshow and training at bus garages.

4.5 Cycle security

TfL and the Metropolitan Police Service (MPS) stepped up activity to reduce cycle theft in 2010, in line with the Cycle Security Plan published in September 2010. June 2010 saw the launch of the TfL-funded, 40-officer strong MPS Safer Transport Command (STC) Cycle Task Force. The Cycle Task Force investigates and tackles cycle theft and criminal damage to bikes.

In 2010, the Cycle Task Force launched a crackdown on bike theft at 'known hotspots' such as Brick Lane. Between September 2010 and January 2011 there was an increased presence of officers to reassure and educate the public, combined with covert tactics to catch bike thieves and those selling stolen bikes. The Cycle Task Force is working with internet sites to address the online sales of stolen bicycles. Since its launch, the MPS Cycle Task Force has security marked over 8,000 bicycles and made over 70 arrests for bike theft.

Case study: The Metropolitan Police's Cycle Task Force



Sgt Titus Halliwell

'It's been a delight to work as part of the Cycle Task Force. It's really been wonderful engaging with people, as they can see the positive benefits of the work you are doing. Going forward, I would like every cyclist in London to record their bike's unique frame number and register it online using an approved database. This would help to ensure that the hundreds of stolen bikes that we recover every week can be returned to their rightful owners.'

Case study: Responsible Cycling Operations



PC Michael Hollowell

'The work of the Cycle Task Force includes stopping cyclists who jump red lights and engaging with motorists at advanced stop lines to increase the awareness of why they need to be kept free for cyclists. This line of work always generates interest and praise from cyclists'

4.6 Responsible cycling

TfL worked with policing partners to step up intelligence-led enforcement, engagement and awareness-raising of the behaviour of road users, particularly at junctions. In September 2010, the Cycle Task Force broadened its remit to help promote cycle safety and to crack down on drivers and cyclists who break the rules of the road, taking the size of the MPS Cycle Task Force to 40 officers.



A six-week operation in the summer targeted road users who disobeyed traffic signals, encroached on advanced stop lines and used the road carelessly. As a result of the operation, more than 900 Fixed Penalty Notices (FPNs) were issued to drivers and motorcyclists and over 400 issued to cyclists. A total of 106 cyclists who were given FPNs for less serious offences were offered the option to have their ticket cancelled if they attended an Exchanging Places safety event. These encourage considerate and safe behaviour from all road users and promote the safe sharing of the road. In total 50 per cent of those offered the opportunity to attend did so and had their ticket revoked.

The impact of Exchanging Places safety events

Eleanor Mills, a journalist from the Sunday Times attended an Exchanging Places event saying:

‘The 300 cyclists who turned up were all invited into the cab of one of the lorries to get a driver’s view of the road; it was a revelation. From 10ft up it is impossible to see a cyclist on the kerbside; even more scarily, it was impossible to see a cyclist right in front, either. I dread to think of the number of times I have gone in front of a truck at a traffic light thinking I was safe. I’ll never do that again. The police advice? Stay a safe distance behind. What will overtaking gain you, asked one policeman; three seconds?’

Source: The Sunday Times, 29 November 2009

4.7 Cycle parking

Good cycle parking is important. People who choose to cycle need to be able to park their bike at the beginning and end of their journey and to lock it securely. The Mayor's target is to provide 66,000 new cycle parking spaces between 2008 and 2012³. New spaces are being created on-street, at stations, workplaces, schools and new developments, and by working closely with partners such as Network Rail. Local boroughs and developers are also playing an active role.

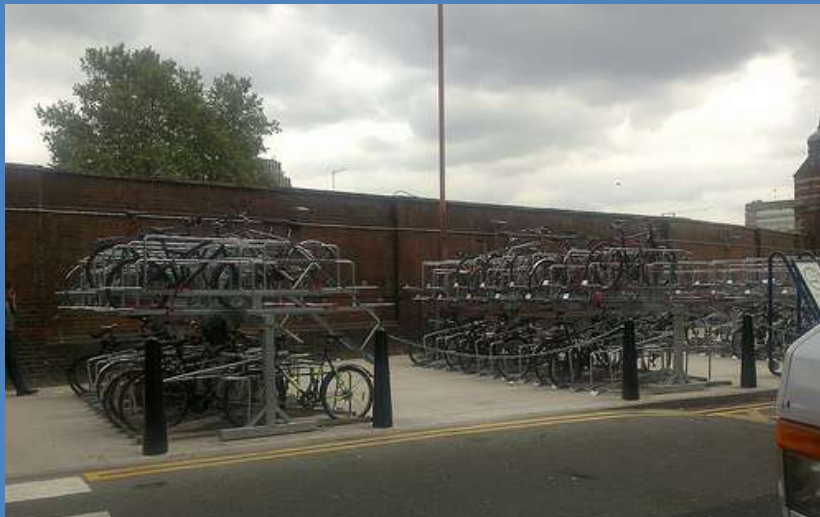
TfL and its delivery partners are making good progress towards the Mayor's cycle parking target, with more than 46,000 spaces delivered to date. In 2010, TfL funded over 1,100 cycle parking spaces at workplaces and 1,520 cycle parking spaces at 78 London schools, and it is anticipated that 600 spaces will have been delivered at London stations between April 2010 and March 2011. In addition, 2,070 spaces were provided through the Barclays Cycle Hire and 2,372 through the Cycle Superhighways programmes. The Docklands Light Railway (DLR) installed 94 cycle parking spaces at nine stations in 2010 and plan to complete a programme to provide cycle parking spaces at all stations by April 2011. In addition, TfL is identifying London Underground stations with demand for cycle facilities and improving parking at these locations.

³ Mayor's Transport Strategy, GLA, May 2010

Case study: Cycle parking at Waterloo Station

In June 2010, TfL in partnership with Network Rail delivered 322 secure cycle parking spaces at Waterloo station, as part of a scheme to create a 'cycle hub' at the station. The cycle hub will integrate cycle parking with a range of other improvements including:

- The 126 space Barclays Cycle Hire docking station launched in December 2010
- Bike sales and maintenance facilities
- Better information and cycle promotions



Case study: City of London Barclays Cycle Superhighway secure cycle parking

In response to high demand for on-street cycle parking in the City of London, TfL worked with the City of London Corporation to fund 75 cycle spaces at Baynard House underground car park.

4.8 Route improvements for cyclists

During 2010 TfL and the London boroughs worked to introduce cycling improvements on the Transport for London Road Network and borough roads. Since April 2010, 12 projects were completed on the TLRN, involving the creation of new cycle lanes, junction improvements and safer crossing points. Boroughs completed 218 cycling route improvement schemes during the 2009/10 financial year. A total of 53km of cycle routes were improved as a result of these schemes, including cycle tracks, cycle lanes and shared use paths. More than 300 other cycling initiatives were completed, including junction improvements, new signalised crossings and vehicle speed reduction measures such as entry treatments. As a complementary measure to Barclays Cycle Hire, the seven participating central London boroughs completed 25 local infrastructure schemes to improve conditions for cyclists.

Since March 2010, the boroughs have carried out schemes under the new LIP funding system. This system encourages holistic schemes where infrastructure improvements consider the needs of all road users, including cyclists.

Case study: Route improvements on the TLRN

The scheme pictured below improved cycling conditions along the A316 corridor between Manor Circus and Chalkers Corner in the London Borough of Richmond. The existing off-carriageway cycle paths were narrow and discontinuous and the scheme created a two-way off-carriageway 700m cycle track. The track is clearly signed and surfaced to raise awareness among users. Improved crossing facilities were included at a number of junctions to provide a safe route in this popular cycling area.



4.9 Greenways

Greenways provide attractive, traffic-free environments for cyclists that make the most of London's parks and open spaces. In 2010, Greenway schemes were carried out at 54 locations resulting in improvements to 18km of existing infrastructure and the creation of 7.5km of new infrastructure. Safety and access to the Greenways was also improved at 10 junctions and 30 access points, improving a further 5.5km of routes.

Greenways will play an important role for spectators accessing the Olympic venues during the 2012 games with eight legacy Greenways funded by the Olympic Delivery Authority and carried out by boroughs and TfL, linking into the Olympic Park and River Zone venues.

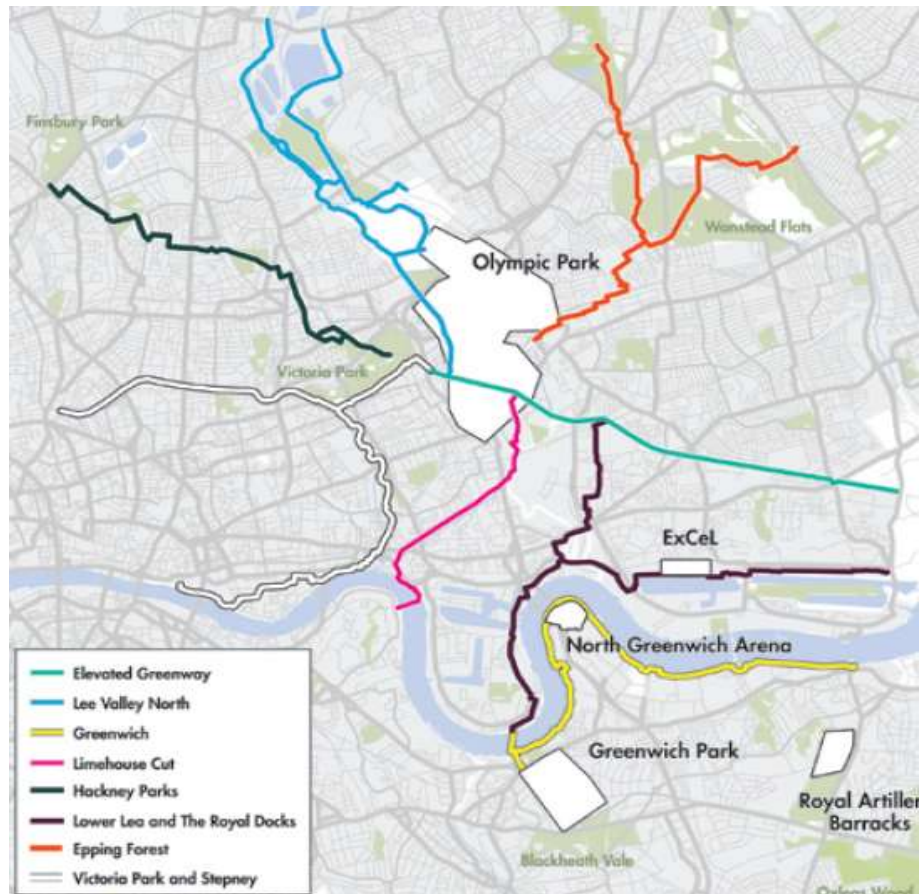


Figure 4. Map of the legacy Greenways linking into the Olympic Park and River Zone venues

4.10 Catch up with the bicycle

The 2010 'Catch up with the bicycle' campaign aimed to recruit new cyclists and provided a consistent brand for all cycling promotion across the year, with posters, web activity and cycle guides. The focal point was five short, online films of celebrities and Londoners who discussed their experiences of cycling in London. The films proved hugely popular, receiving 250,000 views in their first month on YouTube and reaching 2.6 million cinema goers.



'The great thing about cycling is the freedom it gives you to quickly get to where you want to go. That is why I was delighted to help TfL and the Mayor spread the word about cycling'.

Edith Bowman- Radio 1 DJ

4.11 Mayor of London's Sky Rides

Sky Rides provide a unique opportunity to enjoy London by bike. The Mayor of London's Central London Sky Ride took place on 5 September with the 15km route taking in some of London's most iconic buildings, such as St Paul's Cathedral and the Houses of Parliament. Some 85,000 cyclists of all ages and abilities took part in the event, enjoying the traffic-free streets of London and a carnival atmosphere.



‘Having taken part in the Mayor of London’s Sky Ride last year, it was hard to believe how this year could have been bigger or better but today has been fantastic. It’s been amazing to see families on their bikes having fun together, exploring London in a unique way with a range of amazing entertainment along the way.’

Kelly Brook

Earlier in the summer the Biking Boroughs of Ealing and Redbridge also hosted Sky Rides to encourage new, lapsed and occasional cyclists to participate and build confidence cycling on the roads, and raise the profile of cycling in outer London. Routes passed through local neighbourhoods, parks and town centres usually busy with traffic and the events were a great success, attracting over 18,000 participants.

‘Myself and my family took part in the Sky Ride as it offered a great opportunity to cycle the streets of Ealing away from traffic. There was a great atmosphere at the event and we saw a lot of friends along the route, which created a real village feel. The Sky Ride has encouraged me to start cycling to work and make a lot more local trips on my bike.’

Stuart Alexander, Ealing Sky Ride participant

Case study- The Redbridge Sky Ride



‘I had the pleasure of taking part with my family in the Mayor of London’s Sky Ride hosted by Redbridge Council. It was a great event and it was fantastic to see so many people and families enjoying a day out cycling together on the traffic-free streets.’

Cllr Keith Prince- Leader of Redbridge Council



4.12 Guided rides

Guided rides offered support to new and less confident cyclists to start cycling, helping to overcome the barriers of lack of confidence and safety concerns. In 2010, guided rides were held to coincide with key cycling programmes such as Barclays Cycle Superhighways, Sky Rides and disruption caused by industrial action on London Underground. However, the take-up of the rides was not as high as expected and the programme will not be repeated in 2011.

4.13 Tour of Britain

In September 2010, TfL sponsored the final stage of the Tour of Britain. Held in the shadows of the Olympic Park and with over 50,000 people attending, TfL used the event to raise awareness of the new Barclays Cycle Hire and Barclays Cycle Superhighway initiatives and to promote the benefits of the schemes. Participants included Ed Clancy and Roger Hammond with the stage won by Andre Greipel.



Figure 5. Map of the Tour of Britain stage held in London



4.14 The London Cycle Challenge

The London Cycle Challenge, held in June 2010, was a free, web-based activity which aimed to encourage occasional cyclists to cycle more. More than 800 teams and 10,000 participants took part in the challenge from London schools, social groups and workplaces. In total, more than 1.7 million miles were cycled by participants during the challenge. The challenge successfully raised the profile of cycling within participating organisations and encouraged existing cyclists to get their colleagues to try out cycle commuting.

4.15 School travel planning

Children and young people are central to the cycling revolution. TfL has been working closely with schools to encourage young people to cycle and to generate enthusiasm that they will carry through to adulthood. Across 2,100 schools, there has been a 6.5 per cent reduction in the proportion of journeys made by car to school since the programme began.

4.16 Workplace travel planning

The 'Take a Stand' scheme aims to encourage businesses to promote cycling and cycle security, by providing cycle parking for employees. In 2010 more than 550 stands, the equivalent of over 1,100 cycle parking spaces, were provided by TfL to 42 businesses, with the businesses paying for installation.

4.17 Cycle Show

TfL, working in partnership with the Metropolitan Police Service, had two stands at the 2010 Cycle Show, promoting the cycling revolution and cycle safety. The first of the two stands introduced the flagship schemes of Barclays Cycle Superhighways and Barclays Cycle Hire, and the second showed cyclists how to stay safe through an 'Exchanging Places' interactive feature. With over 25,000 visitors attending the show, the stands were a valuable

opportunity to highlight the progress of TfL and its partners in 2010, with 88 per cent of visitors to the stands stating they felt TfL was committed to improving conditions for cyclists in London.

4.18 Community Cycling Fund for London (CCFfL)

The Community Cycling Fund for London (CCFfL) is a scheme funded by TfL, supporting grassroots and community groups to launch their own cycling initiatives with small grants varying from £5,000 to £10,000. The CCFfL reaches a wide range of people, introducing cycling to those who may have never considered giving it a go. The programme is run in partnership with the London Cycling Campaign, Sustrans and the Greater London Authority. To date, the CCFfL has funded 47 projects with more than 1,200 participants receiving cycle training and learning basic bike maintenance skills. By March 2011 there are expected to be around 4,000 beneficiaries from funded schemes.

Case study: Making sustainable travel a choice for residents

In 2010, £5,000 of funding from the Community Cycling Fund for London supported the Sanford Housing Co-op in Lewisham to train five bike mechanics, two cycling instructors and the opening of a bike maintenance workshop. This training will enable the Co-op to strip, rebuild and recycle bikes making them good for service for residents.

With this in place, the Co-op is optimistic that it will increase regular cycle journeys among its residents and hopes to see cycling become the transport mode of choice within its community.

4.19 Smartmoves conference

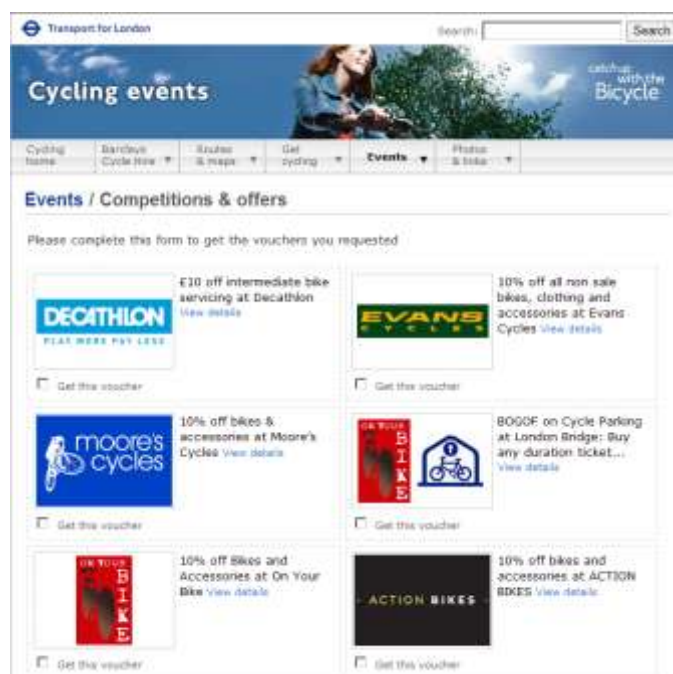
The 2010 Smartmoves conference aimed to inspire high standards of work, demonstrate and share examples of cycling best practice and tell attendees what TfL and the GLA are doing for cyclists in London. Kulveer Ranger, the Mayor's Transport Advisor, opened the conference with a speech on the Mayor's vision for the Year of Cycling. Other speakers covered a range of perspectives on cycling, urban design and the transport planning agenda. There were 267 attendees at the event, with 74 per cent of delegates representing London

boroughs. Feedback from delegates indicated they found the event informative and empowering.

4.20 Cycling Retailers' and Manufacturers' Forum

2010 was a great year for the cycling economy. TfL set up the UK's first Cycling Retailers' and Manufacturers' Forum. Retailers such as Condor and Evans noted increased sales thanks to the raft of cycling initiatives that have taken place across London in 2010, boosting not only the profile of cycling in London but the sales of retailers as well. Customer research carried out on Barclays Cycle Superhighways pilot routes illustrated the impact of the cycling revolution on the cycling economy. Twenty-eight per cent of respondents stated they had bought a bicycle since the launch of the pilot routes⁴.

A number of online offers from partners were launched for bike accessories, secure cycle parking facilities and cycling guidebooks. The vouchers have proved popular with over 4,000 downloads to date and will continue throughout 2011. Moving forward, TfL is seeking to extend the Forum to include other companies offering cycling services, such as the growing number of cycling cafes in London. In 2011 members of the forum will be supporting the work of the Biking Boroughs and will distribute TfL's cycling information in store.



⁴ Travel In London 3, TfL, December 2010

4.21 Local Economic Impacts of the cycling revolution

A new arrival in London this year was the trend for cycle cafés; three opened in May alone. The cafés aim to offer cycle friendly conditions in which cyclists can eat, drink and socialise. The cafés also offer secure cycle parking, bike sales and workshops to carry out repairs to customers' bicycles. The cafés have been hugely popular, not only among cyclists but non-cyclists too, with custom from local people and business people indicating a wider trend afoot in London's culture.

Case study: Look Mum No Hands Cycle Café

Opened in May 2010 and located on the fringes of the City of London, Look Mum No Hands is a café with a difference. It serves food and drink and provides a cycle-friendly venue in which to socialise. As well as providing parking facilities for customers, the café contains a workshop and employs two mechanics, carrying out repairs to customers' bicycles. The café also shows cycling films and sporting events, and organises events to coincide with Bike Week and the Tour de France.



Source: London Cyclist magazine, September 2010

In 2009, TfL conducted research to assess the economic importance to town centres of the different modes of arrival. The research found that people walking or travelling by bike spent more in local town centres than those travelling to town centres by bus or car.

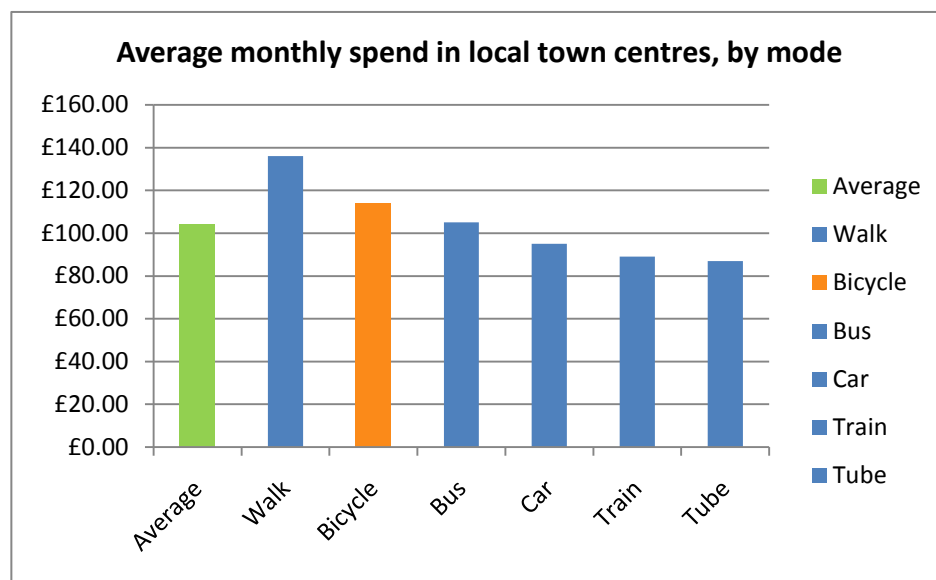


Figure 6. The average monthly spend of consumers in local town centres by mode of travel⁵

In 2010, the positive impact of cycling on property prices was highlighted, a trend usually associated with homes close to train stations. Estate agents reported a surge in demand for properties which offer easy access to the Barclays Cycle Hire scheme, with areas such as the City, Angel and Elephant and Castle reportedly benefiting.

⁵Understanding the economic contribution made by bus users to London's town centres, TfL, 2009

Case Study: The Economic Impact of Barclays Cycle Hire

Stephen Ludlow, director of Ludlow Thompson, said:

'Demand for properties for rent around docking stations and cycle routes has gone up by about a third in the past year, and has been soaring since the launch of the cycle hire scheme. Our agents have been inundated with questions from prospective tenants about the nearest docking station. They have been asking for properties with one on the street or just around the corner.'

Tim Hyatt, head of lettings at Knight Frank, added:

'Properties that are 10 to 15 minutes from a Tube station would previously have always come second, but now being near a docking station instead could give these a run for their money. Tenants want minimal hassle. Their attitude is very much in keeping with the bike scheme.'

Source: Evening Standard 9 September 2010

Case study: The Economic Impact of Barclays Cycle Superhighways

The Lavender House development in Limehouse features its close proximity to Barclays Cycle Superhighway 3 in its sales brochure, indicating that developers see the value and importance of housing developments being accessible by bicycle.



5. Working Together

‘Cycling offers the ultimate cheap, fast and flexible way to get around London while improving your health at the same time.’

David Brown, TfL’s Managing Director of Surface Transport

5.1 Signatories to Cycle Revolution London

Signatories to the 10 objectives to a cyclised London as set out in *Cycling Revolution London* are the Freight Transport Association, Metropolitan Police Service, City of London Police, British Cycling, Bicycle Association, London Cycling Campaign, London First, NHS London, Cycling England, the Institute of Advanced Motorists, London Councils, New London Architecture, The Royal Parks, Sustrans, Roadpeace, The Prince’s Foundation and CTC National Cyclists Organisation. The Mayor believes the signatory organisations have a central role to play in maintaining the momentum of the cycling revolution.

Contributions from the signatories to the cycling revolution during 2010 included:

- The FTA has worked with TfL to develop and sign a memorandum of understanding (MOU) on cycling, endorsed by the FTA membership. The FTA is close to completing a Cycling Safety Strategy to deliver the promises set out in the MOU. This strategy has wide support from the freight industry and has been prepared in consultation with other stakeholders so that the messages are consistent with those put forward by cyclists and others.
- London Council’s Transport and Environment Committee (TEC), which is made up of all the boroughs and the City of London, has consistently affirmed its support for cycling and for TfL’s work to increase cycling levels and safety during the past twelve months. Boroughs, too, have shown support for cycling through granting planning permission for the vast majority of Barclays Cycle Hire docking stations, and broadly welcoming Barclays Cycle Superhighways and the complementary measures around them.

- Roadpeace contributed to the work TfL is doing to improve cycle safety in London through the Mayor's Cycle Safety Action Plan.
- The Royal Parks worked with TfL to improve access and facilities for cyclists in the Royal Parks across London.
- The London Cycling Campaign (LCC) supported community groups to launch their own cycling initiatives with support from TfL's Community Cycling Fund for London. In addition, LCC launched 'Cycle Parking 4 London' which is an online tool allowing members of the public to identify locations where they would like to see cycle parking installed. LCC has also contributed to the delivery of the Cycle Safety Action Plan, particularly in relation to improving cycle safety around lorries.

6. Looking forward

6.1 The potential for cycling in London

‘I am determined to transform London into a city that cycles and where hundreds of thousands enjoy the elixir of using two wheels to get around the capital.’

The Mayor of London, Boris Johnson

To achieve the Mayor’s target of increasing cycling by 400 per cent by 2026 and bring about a cycling revolution, focus will need to be maintained on creating the conditions for a ‘cyclised city’. TfL will work closely with partners to concentrate effort and activity in those areas where there is the greatest potential for new cycle trips.

Research by TfL found that 35 per cent of trips (4.3 million trips per average day) currently made by public transport and car are potentially cycle-able. Analysis of the characteristics of these trips shows that:

- 3.5 million potentially cycle-able trips are made every day which would take less than 20 minutes for most people to cycle.
- Nearly two thirds of potentially cycle-able trips are currently made by car with the remainder largely made by bus.
- Four in ten potentially cycle-able trips are made for shopping and leisure purposes and just under a quarter for work purposes.
- The greatest (54 per cent) of the un-met potential for growth can be found within outer London.
- A high density of potentially cycle-able trips are made within central and parts of inner London and around the outer London metropolitan town centres.

Identifying the cycling market

An analysis of those making potentially cycle-able trips shows that, while frequent cyclists are typically white, male, between 25 and 44, and on a higher than average income, much of the potential comes from women, ethnic minorities, younger and older people, and those on a lower income. Nevertheless, there remains significant potential for growth among existing cyclists and similar people.

TfL's Cycle Market Segmentation tool provides a more sophisticated method of understanding who cycles at present and who is most amenable to cycling in future. The Cycle Market Segmentation is derived from a wide range of survey and demographic data and allows all London postcodes to be classified into seven segments based on the average characteristics of their residents. The group most likely to cycle at present, and most amenable to cycling in future, are those who are young, well educated and reasonably well-off. This group make up 23 per cent of the London population and are concentrated in central and inner London and in the metropolitan town centres.

The near market for cycling

With further analysis it is possible to identify potentially cycle-able trips made by those in the segments most amenable to cycling. This can be considered the 'near market' for cycling. Figure 7 below shows potentially cycle-able trips by origin made by the near market. The near market is made up of the following four groups:

- The urban living – those who are young, well educated, reasonably well-off and usually live in town centres.
- Young couples and families – those who are young, with relatively low car ownership and young children. This group often have tight finances.
- High earning professionals – people who are well educated, affluent, often working in multinationals.
- Those with a sub-urban lifestyle – this group typically have an average income, are heavily reliant on the car and live in suburbia. Cycling for leisure is as likely as cycling for purpose.

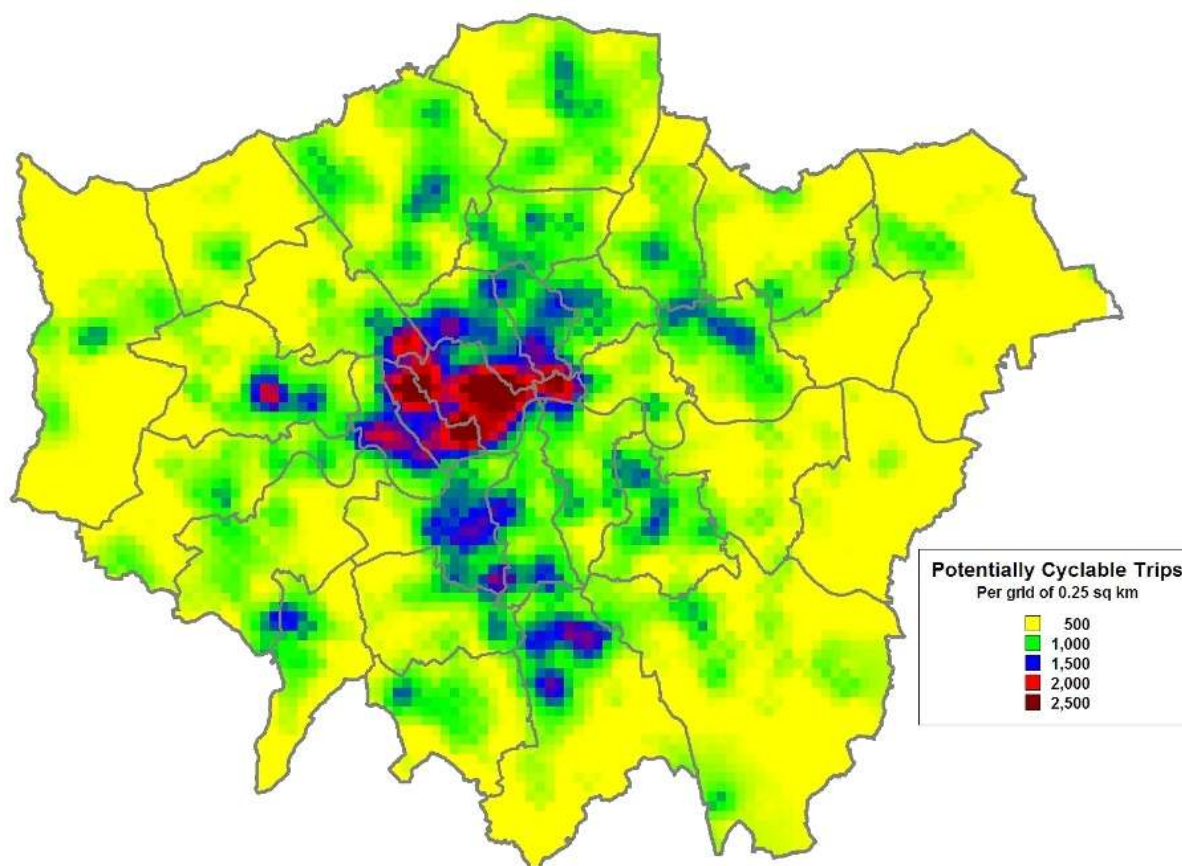


Figure 7. Potentially cycle-able trips by origin, made by the near market⁶

Implications – moving from analysis to future policy

In summary, the evidence indicates:

Central London

- There is potential for more growth in central London, particularly for the journey to work.
- There is significant potential to increase cycle trips among existing infrequent cyclists, especially if barriers such as safety, traffic and lack of facilities are tackled.
- Cycling remains a minority activity – there are many people who are ‘just like’ cyclists but do not currently cycle, offering potential for further growth in cycle travel.

⁶ London Travel Demand Survey 2005/06 to 2007/08, TfL, 2010

Inner and outer London

- Beyond the centre, the potential to increase cycling is concentrated in short localised journeys around the inner and outer London metropolitan town centres.
- There is great potential to reduce CO₂ emissions and congestion by switching trips from the car to bike.
- Huge potential exists in highly dispersed trips across outer London, demonstrating the need to maintain investment in interventions targeting all Londoners, not just those in town centres.

6.2 Looking ahead to 2011

By using the evidence and learning lessons from 2010, TfL and its partners will target resources where they will have most effect in 2011. Next year's programme will focus on four areas:

1. Unlocking the cycling potential in outer London, particularly Biking Boroughs
2. Improving the quality of the cycling experience in central London
3. Expanding Barclays Cycle Superhighways and Barclays Cycle Hire
4. Encouraging children into the saddle so that they can become tomorrow's cycle commuters

Priority One: Unlocking the cycling potential in outer London, particularly Biking Boroughs

Outer London will be where TfL and its partners will focus much of their attention and activity in 2011. Biking Boroughs will move from planning to delivery in 2011. TfL will support these boroughs and others with high cycling potential to implement localised campaigns, events and infrastructure improvements to increase cycling and reduce their car use. We will provide a focused approach and assist in the delivery of improved safety, security, information and facilities. In addition, TfL will work with the boroughs to bring forward 'car2bike' initiatives that will contribute to reducing congestion by nudging people to use their bikes for cycle-able journeys. TfL and the Biking Boroughs will provide more details of their plans early in 2011.

Priority two: Improving the quality of the cycling experience in central London

Cycling is a great way to undertake short trips within central London that are too far to walk. To encourage more of these trips to be made by bike, TfL is keen to work with central London boroughs to make cycling in central London easier and safer. To achieve this, TfL, the boroughs and other partners will:

- Increase the number of Barclays Cycle Hire docking stations and bikes
- Increase the supply of cycle parking on and off street, at stations and at workplaces
- Improve wayfinding and ease navigation

The research indicates that there are many people who are ‘just like’ cyclists but do not currently cycle. To nudge these people on to their bikes, TfL will encourage workplaces to establish cycle buddy schemes.

Priority Three: Expanding Barclays Cycle Superhighways and Barclays Cycle Hire

The second pair of Barclays Cycle Superhighways will be established in 2011. The two routes will link Bow to Aldgate and Wandsworth to Westminster. The routes will be complemented by cycle parking in workplaces and residential areas along the routes, the provision of adult cycle training and other targeted activities to encourage people living and working close to the routes to cycle.

2011 will see work continue to develop an eastern extension to Barclays Cycle Hire with a completion date of spring 2012. The eastern extension will enable journeys to be made by bike within the eastern area of inner London and between there and central London. The extension will join central London with the Olympic Park, providing a further 2,700 docking points and 2,000 bicycles.

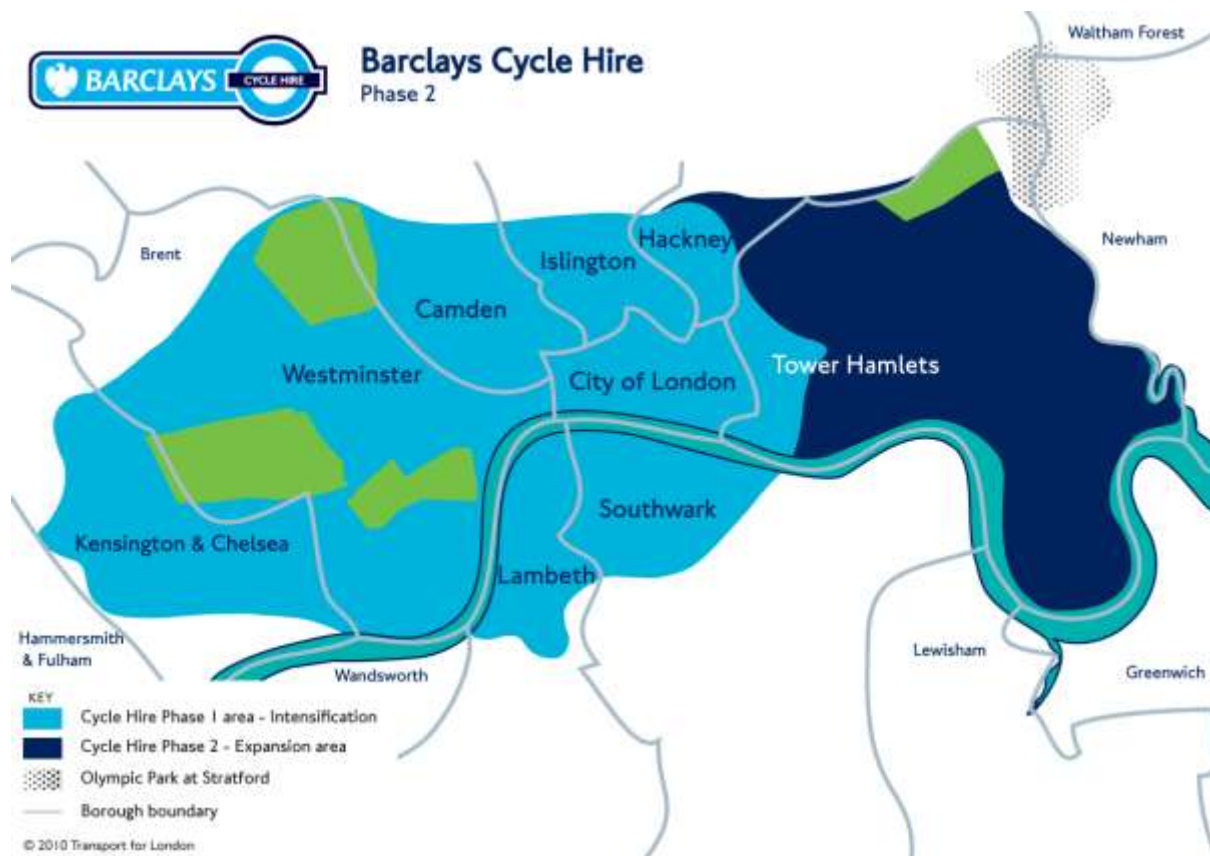


Figure 8. Map of the Phase 2 expansion area of Barclays Cycle Hire

Priority Four: Encouraging children into the saddle so that they can become tomorrow's cycle commuters

Today's eight year olds will be 2026's cycle commuters. It is imperative that children are provided with opportunities to learn to cycle and to ride their bikes so they can take these skills into adulthood and sustain the cycling revolution into the future. TfL will work with the London boroughs, families, schools and youth groups to provide training, parking, curriculum resources, cycle clubs, safety education and other initiatives that will get future commuters in the saddle.

7. Conclusion

London is experiencing a cycling revolution. There is no doubt that Barclays Cycle Hire and Barclays Cycle Superhighways have changed London's cycling landscape forever and have reinforced cycling's image as a clean, green and convenient mode of transport for all kinds of trips and all kinds of people. These programmes were supported by action across a broad range of areas to make cycling safer and improve cycle parking and promotional activity to encourage more people to change their mode of transport to the bike.

The significant change in cycling which London has achieved over the past 12 months could not have been achieved without the support of many partners, including the boroughs, public sector agencies, companies, communities and organisations. Notably, support from Barclays has been important to the success of Cycle Superhighways and Cycle Hire.

Looking forward to 2011, there is a great opportunity to build on the successes of 2010 and take the revolution further. With a clear focus on outer London and central London, and with investment to expand Barclays Cycle Superhighways and Barclays Cycle Hire, it will be possible for London to sustain the cycling revolution and be the world's best big cycling city.

'The cycling revolution has seen the promotion of cycling elevated from a managerial issue to a political project of high importance'

Ashok Sinha, Chief Executive of the London Cycling Campaign