

Transport for London



CYCLING REVOLUTION LONDON

MAYOR OF LONDON

Transport for London





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MAYORAL FOREWORD

A CYCLISED LONDON

Every day I look around London and see that more and more people are now travelling by bike.

Since 2000 the number of cyclists on the Capital's major roads has more than doubled – up nine per cent in the year 2008-09 alone.

Yet this is just the start. I'm determined to turn London into a cyclised city – a civilised city where people can ride their bikes safely and easily in a pleasant environment. Cycling, with all its social, environmental, health and financial benefits, has an important role to play in the future of the Capital. Put simply, it's the best way to get around our city, and arguably the single most important tool for making London the best big city in the world.

MAYORAL FOREWORD

What does a cyclised London mean? I believe it means achieving 10 conditions:

- ~ Cycling recognised as a major transport mode right across the capital, from central London to the outer boroughs
- ~ Streets and spaces where everyone respects each other's right to use the road, where they stick to the rules of the road, and where everyone recognises their duty of care to other road users
- ~ A reduction in cycling casualties, with a particular focus on reducing the risk of collisions between cyclists and HGVs
- ~ An increase in secure cycle-parking on streets, in workplaces, and at stations and schools
- ~ Cycle theft tackled through dedicated police attention so people can be confident they'll find their bike where they locked it
- ~ Cycling promoted as an enjoyable, everyday, healthy activity
- ~ Cycling embedded into the way our city is planned and run
- ~ Investment in cycling maximised – from both the private and public sectors
- ~ Key partners working together to deliver cycling initiatives
- ~ New routes and opportunities for commuting, leisure and local cycling trips

But I'm not alone; this is not a lone crusade. Sixteen organisations, listed opposite, from across the public and private sectors in London have put their names to this vision for a cyclised London and will be instrumental in helping create the conditions that will deliver it.





Philip Jackson



Kay Thomson



Jo Vale



Jo Vale



Mark G...



Working together for a safer London

Mark G...



Ken M...



The centre for London's built environment

R



Philip Jackson



London

Simon T...



FREIGHT TRANSPORT ASSOCIATION

JR Val...



THE ROYAL PARKS

Colin B...



DRIVING ROAD SAFETY

[Signature]



JOIN THE MOVEMENT

[Signature]



Tom O'Brien



FOR THE BUILT ENVIRONMENT



400%

To see cycling account for five per cent of all journeys would mean a 400 per cent increase in cycling since 2001.



KULVEER RANGER

INTRODUCTION

Almost all of us learn to ride a bicycle when we are young. Many of us will recall that first taste of exhilaration, and the independence of travelling with no parental guidance! The experience is intoxicating. But as time goes by, we find that our love for cycling gets left behind with our childhood memories.

However, over the last ten years, an increasing number of adults have found themselves returning to two wheels. Since 2000 an increasing number have returned to London's streets and now around half a million journeys are made by bicycle on each day. So what has happened? Why this change and is this the signal that we are in the midst of a cycling revolution?

The Mayor is passionate about cycling. I count myself more in the fair-weather bracket. But we agree that cycling can be the cleanest, greenest way to travel in an urban environment. We also believe that cycling can be a true mode of public transport.

It can help to unlock a trinity of benefits: Environmental, by encouraging modal shift from the car to the bike for short journeys we can ease congestion and improve local air quality; Health – this one's a no brainer – with increased physical activity; and finally economic benefits, shorter journeys to local shops can lead to the reinvigoration of our high streets and local businesses.

Fundamentally, there is a huge potential. The question is how do we tap into this? The starting point is to work out where the potential exists: what sort of trips could be made by bike and who is most likely to make these?

While the London Cycle Hire scheme in central London may be perfect for nipping about the West End, a different solution is needed for people cycling in Outer London, visiting friends, shopping or travelling to school. In fact, an astonishing two-thirds of the growth potential exists in Outer London where about half of all car journeys could be cycled in just 10 minutes.



KULVEER RANGER

We know that there are many barriers that prevent people taking to pedal power. For some, it's a fear of traffic. Others simply find the car, bus or Tube more convenient. Often it comes down to habit. We are working hard to break down these barriers and make cycling the most convenient and obvious choice for most journeys.

This is London's year of cycling. The look and feel of the city, as well as our approach to cycling will radically change this summer through the delivery of then best cycle hire scheme in the world and the first two cycle superhighways.

But this revolution has many strands; and there is a lot more to come. Placing cycling at the heart of the Mayor's Transport Strategy means developing biking boroughs, installing cycle parking where people want it, focussing on safety, improving cyclists' behaviour and improving security. This is not a task for just the mayor and TfL and that is why we aim to deliver this revolution by working with all of those who see the value that cycling will bring to London and Londoners.



Mayor's Transport Advisor and TfL Board Member

EXECUTIVE SUMMARY

CYCLING REVOLUTION

Introduction

The revolution has started, 2010 is the year of cycling and the potential for transforming London is huge. The vision has been established – to make the physical and cultural changes required for London to become a cyclised city: one where people can ride their bikes safely, enjoyably and easily in an environment that embraces cycling. Making this a reality requires further investment, strong partnership working across the Capital and continued political leadership.

Cycling is the healthiest and greenest form of transport there is, which is why encouraging Londoners to get on their bikes is a key priority for the Mayor. This document sets the scene for the transformation, before going on to explain how the vision to create a cycling revolution in London will be achieved.

Setting the scene for the cycling revolution

As a result of the increase in investment in recent years, the rise in the number of people cycling has already been significant, with a 117 per cent increase on London's major roads since 2000. Millions of Londoners now experience the benefits of cycling such as improved health, better quality of life, cost savings and reduced carbon dioxide emissions. The Mayor wants these benefits to be enjoyed by even more people and is aiming to deliver a 400 per cent increase in cycling by 2026, compared to the 2001 baseline.

Forty per cent of households in London have access to a bike, but one in five of these are unused. The challenge is to get these bikes and more into action. To do this requires tailoring cycling programmes to the journeys people make, and to create the right culture and environment for people to feel comfortable to take to two wheels. There are also specific geographical challenges to consider. This means targeting these programmes at the three areas of London where cycling potential is located: central, Inner and Outer London (see figures).

EXECUTIVE SUMMARY



Figure 1. Central, Inner and Outer London

Central London – is characterised by high employment density, a significant concentration of short journeys, limited road space and low levels of car use. With cycling offering a faster, more pleasant alternative for getting around the centre of London, significant growth in cycling is well within reach.

Inner London – There are many thousands of commuters from the Inner London boroughs that use the London Underground and London’s buses to journey into the centre of the Capital each day. For these people, the bike could provide a fast, convenient alternative. The ambition will be to provide solutions that make the bike the default choice for many more of these journeys.

Outer London – Successful cycling schemes show that the right incentives and a commitment by London boroughs can transform the cycling culture in an area, including in Outer London. Many short journeys are made by car in Outer London, and there is significant potential to encourage some of these to switch to bike.

EXECUTIVE SUMMARY

Creating the cycling revolution

Major programmes

This year, 2010, is the Year of Cycling. It sees the launch of three major programmes designed to turn London into a cyclised city: the London Cycle Hire Scheme, Cycle Superhighways, and Biking Boroughs.

London Cycle Hire Scheme – To help make London a genuinely cycle-friendly city, 6,000 bikes will become available from summer 2010. These will be available for hire at around 400 special docking stations located in nine boroughs and in the Royal Parks 24 hours a day, seven days a week, all year round. Users will be provided with information on times to key destinations and cycle routes from each of the docking stations. By combining high quality bikes, convenient locations, and a quick system for registering, the scheme is set to become a major new form of public transport in London, delivering an additional 40,000 cycle trips per day.

Cycle Superhighways – Using improved infrastructure to give cyclists more space and security on the carriageway and to raise driver awareness of cyclists, twelve Cycle Superhighways are planned. These will cater for existing cycle commuters and will also provide for those wishing to give biking to work a try for the first time. The first two pilot routes to Barking and Merton will be ready by the summer of 2010 and the remainder are planned to be introduced by 2015. A significant element of the programme will be the package of home and work-end smarter travel measures. These will be critical to encouraging take-up and continued use, leading to an expected 120,000 cycle trips per day. In addition, cycle parking, training and maintenance, as well as marketing and promotional support will be offered to residents and businesses along the route.

Biking Boroughs – This will involve locally-led initiatives driven by the boroughs to promote cycling in an integrated way with key partners such as the police, healthcare providers, schools and workplaces. The aim is to address the barriers to cycling by developing a strategic plan for delivering smarter travel initiatives such as promotion, training and behavioural change, while enabling more cycle journeys through the targeted introduction of highway improvements. Through the programme, Transport for London (TfL) will support the boroughs in unlocking the local environmental, health and economic benefits of cycling. Strong political support will be crucial to success.

 EXECUTIVE SUMMARY

Pan-London initiatives:

These major programmes will be underpinned by a variety of new and on-going initiatives to encourage cycling across London.

Route improvements for cyclists – TfL has invested heavily in cycling improvements on the Transport for London Road Network (TLRN), at locations such as the Elephant and Castle Southern Roundabout and the A316 Lower Richmond Road. TfL will continue to invest in larger schemes that deliver cycling benefits and make cycling on some of London’s more heavily trafficked routes more welcoming and safe.

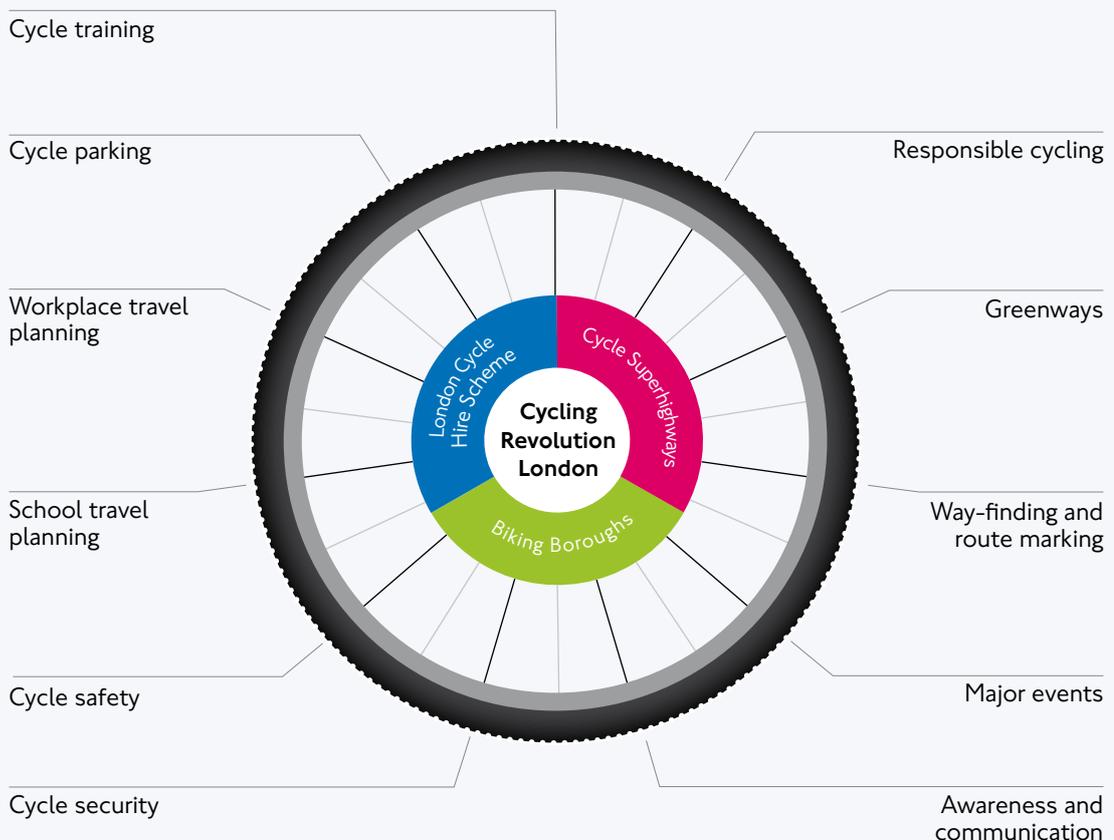


Figure 2. Key programmes and projects of the Cycling Revolution

EXECUTIVE SUMMARY

Cycle training – Many people never learn to ride a bike and others never ride once they are adults. Also, for many people, a lack of confidence and feelings of vulnerability are common reasons for not cycling. Training can give new or less confident cyclists the help that they need to give cycling a try. With more and more cyclists on London's streets, TfL needs to ensure that safety is the number one priority. For this reason, cycle training is a central part of all three major cycling initiatives this year and will be provided to support the London Cycle Hire, Cycle Superhighways and Biking Boroughs programmes.

Cycle parking – Increasing the quantity and quality of cycle parking in London is a key priority to encourage more cycling across London. A total of 66,000 new spaces will be created by 2012. These spaces will provide many more convenient and secure places to park bikes, giving people the confidence that their bike will be where they left it when they return.

Workplace travel planning – TfL is working with 400 London employers to help them develop travel plans to promote sustainable travel. Measures include providing showers, secure parking and cycle training for employees. More workplaces will be engaged and supported to deliver benefits for their staff and to break down the barriers to cycle commuting. There will be a particular focus on engaging workplaces along the Cycle Superhighways.

School travel planning – TfL is working closely with schools to promote cycling, with London leading the way in targeting a change in school travel. By the end of 2009 more than 2,700 schools had an approved travel plan. This is hugely important to the Mayor's vision of a cycling revolution, since any change in culture will only be sustained by encouraging young people to cycle and by ensuring they carry their enthusiasm through to adulthood.

Cycle safety – TfL has worked with stakeholders and partner organisations in London to agree a Cycle Safety Action Plan to improve cycle safety. Fifty-two actions have been identified to improve safety for cyclists and to minimise collisions. Action in the coming months will focus on improving cyclists' safety in relation to Heavy Goods Vehicles (HGVs).

EXECUTIVE SUMMARY

Cycle security – Theft can be a barrier to encouraging cycling. TfL, with the Metropolitan Police Service, British Transport Police and City of London Police are preparing a draft Cycle Security Plan. This sets out commitments to reduce the risk of cycle theft in London, through increased police action, enforcement, crime prevention advice, increased cycle parking and schemes such as cycle marking and registration.

Responsible cycling – the Mayor is eager to promote safe and responsible cycling. TfL will work with policing partners to step-up intelligence-led enforcement, engagement and awareness-raising of the behaviour of road users, particularly at key locations and junctions. The aim is to engage positively with all road users to reduce incidents such as motorists disobeying traffic signals and cyclists riding a bicycle without lights.

Greenways – These are attractive routes on which to walk and cycle. They make use of London's beautiful parks and open spaces. Due to significant investment in recent years there are now over 100km of Greenways across London. These are for people of all ages and abilities to enjoy cycling whether for travel or recreation. Eight legacy greenways are being developed in advance of the London Olympics in 2012. Making either walking or cycling the first choice for people during the Games will leave a legacy of more active Londoners and attractive facilities for all.

Way-finding and route marking – TfL is working to improve standards of wayfinding for cycling in the Capital. New approaches to cycle navigation, based on a better understanding of cyclists' needs, will help to raise the profile of cycling and ensure cyclists are in no doubt as to whether they are on the right track.



2,700

2,700 schools with an approved travel plan by the end of 2009.

EXECUTIVE SUMMARY

Promoting cycling:

Major events – Mass participation cycling events such as the Sky Rides held across the Capital are a lot of fun and a great day out, but they are also vital in supporting the cycling revolution and raising awareness of cycling as a great way of getting around. By integrating these kinds of events into the Mayoral programme and local communities, people can be reminded of the joys of cycling for leisure, commuting and business. Such events can reach large audiences and act as a catalyst for change in attitudes and behaviour amongst all road users.

Awareness and communication – This year will see the return of the ‘Catch up with the bicycle’ marketing campaign which focuses on encouraging people from all walks of life to give cycling a try – emphasising that cycling doesn’t have to be done on busy roads or with expensive equipment.

With the launch of flagship schemes such as the London Cycle Hire and Cycle Superhighways this summer, TfL is planning high profile media campaigns to ensure that the take up of cycling is maximised from the outset.

Working together

To succeed, the Mayor’s cycling revolution will depend on close cooperation and collaboration between different public and private sector bodies including: policing partners; healthcare services; London boroughs; schools and businesses; and cycle manufacturers and retailers. Working together in this way will help TfL achieve more with less as funding comes under greater pressure.

TfL will continue to improve the integration of cycling with other modes of transport, aiming to ensure that cycle parking is provided at all TfL managed Docklands Light Railway (DLR) and London Underground stations by 2012, and that better information on cycling is provided at all transport interchanges in London.

EXECUTIVE SUMMARY

Looking forward:

Future growth in London's population means that there are expected to be over three million additional daily trips by all modes by 2031. Efforts need to be targeted to ensure that a significant number of these are made by the cleanest and greenest form of transport: the bike. Three opportunities have been identified to do this:

- ~ Short trips made principally by public transport in central London
- ~ Commuter trips made from Inner to central London
- ~ Local trips to schools, shops, work in Inner and Outer London, often made currently by car

The delivery programme set out in this document will focus on these trips, providing infrastructure, promotion and support through training.

There are exciting plans afoot in 2010. TfL believes these will make a real difference to cycling in London. With the delivery of major programmes like the London Cycle Hire and Cycle Superhighways, the ongoing success of pan-London cycling initiatives and the support from partner organisations, TfL can begin to make real the vision of London as a 'cyclised city'.

1. SETTING THE SCENE FOR THE CYCLING REVOLUTION

1.1 WHY CYCLING? WHY NOW?

There are many reasons why the Mayor is making cycling one of his top transport priorities and marking 2010 as the Year of Cycling. Cycling is the ultimate cheap, fast, flexible way to get around for Londoners, and one of the easiest ways to improve one's health at the same time.

Increased cycling will contribute to reducing the blight of traffic congestion, especially across Inner and Outer London, while more cycling in the Capital can help reduce crowding on the London Underground and buses. In turn, reducing the number of vehicles on the road can contribute to improvements in local air quality and take an important step towards tackling climate change.

Cycling is available to all Londoners, making it one of the most accessible forms of transport. It allows people to access essential services such as shops, health centres and education more quickly and easily than by many other modes. Increased levels of cycling will create more liveable streets, a healthier population, a thriving local economy and an improved quality of life. However, aside from all of these obvious benefits, there is one reason in particular for why the time is right to transform cycling in the Capital: Londoners are calling for action.

According to a cycling attitudes survey undertaken in May 2009, more than half (54%) of adult cyclists think they would consider cycling more in the next 12 months, primarily to get fitter or to save money. Seventy-one per cent of children say they are actively considering cycling more in the next year, while one in four non-cyclists say they are likely to take up cycling in the next 12 months. These findings suggest the time is right to target both existing and potential cyclists to capture their enthusiasm and give them the impetus to start cycling more.



54%

Fifty four per cent of adult cyclists would consider cycling more in the next 12 months.

71%

Seventy one per cent of children say they are considering cycling more in the next year.

 SETTING THE SCENE FOR THE CYCLING REVOLUTION

1.2 THE POTENTIAL FOR CYCLING ACROSS THE CAPITAL

To understand where best to target investment, it is necessary to identify where the potential market exists and what kind of journeys are being made. Four in every 10 London residents have access to a bike in their household but around one in five of these bikes are unused – more than a quarter of a million bikes in all. To meet the target for cycling growth Transport for London (TfL) has to understand how to get these bikes back into use, by focussing our efforts on where the potential lies.

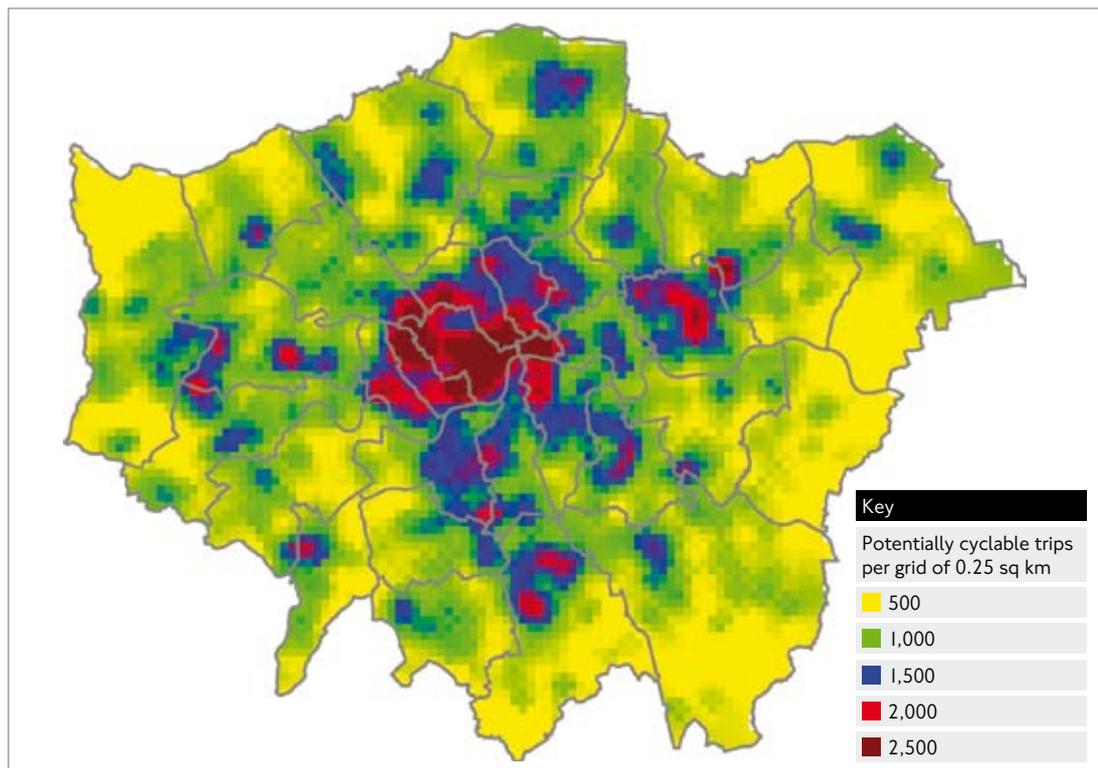


Figure 3. Map of potentially cycleable trips in London

The London Travel Demand Survey covering 19,000 households and 42,000 individuals provides a detailed understanding of how Londoners travel. This can contribute to a better understanding of the geographical differences in the potential to get Londoners cycling. These are shown in Figure 3. The map shows where efforts should be focused to convert journeys currently made by car, London Underground or bus into journeys by bike. It shows that a great number of trips could be cycled in central London, with other pockets of potential in town centres across Inner and Outer London.

 SETTING THE SCENE FOR THE CYCLING REVOLUTION

By combining the results of this survey with social profiling techniques (such as analysis of MOSIAC socio-demographic profiling data), TfL can identify how the pattern of ‘cycling potential’ maps out across the Capital in terms of an actual ‘propensity’ to cycle. This adds another layer of insight to the survey findings – the social inclination to cycle. Figure 4 shows there is the opportunity to convert journeys to bike across the Capital, but that the propensity to cycle is greatest in ribbons extending from central through Inner London and again in pockets of Outer London.

This research gives a clear picture of where additional cycling trips could be made, but one must also understand why the current trips are being made, when and by whom. It is perhaps easiest to break this down into the three areas of London where potential is located: central, Inner and Outer London.

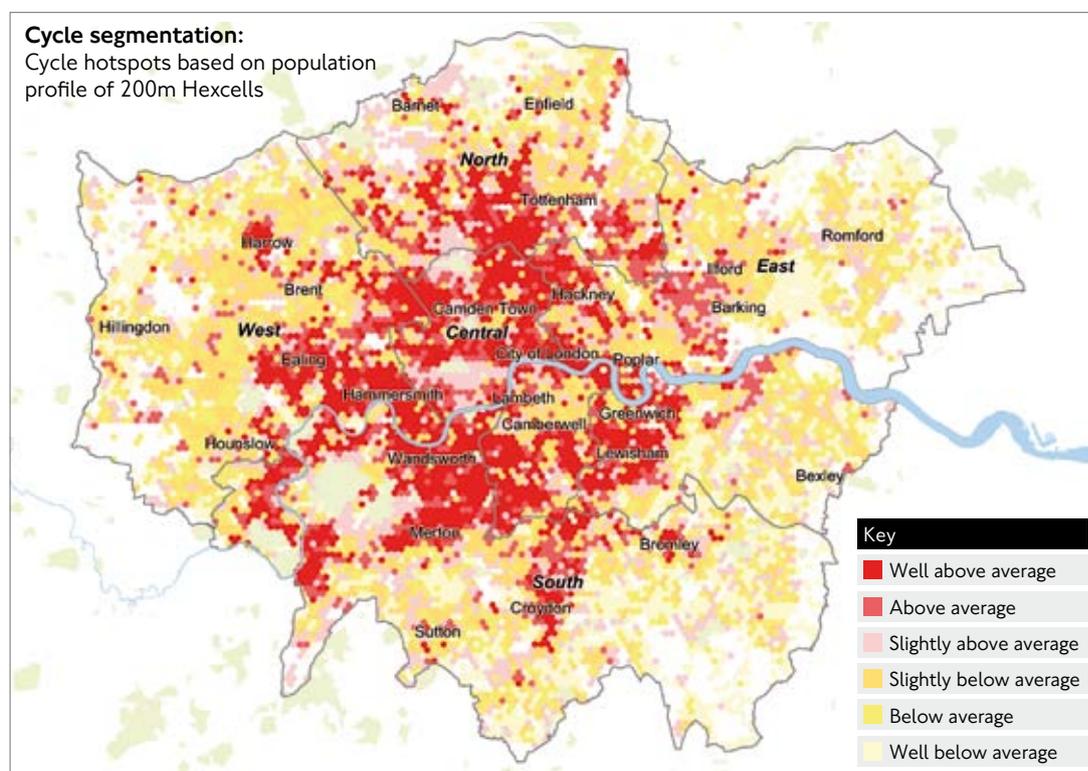


Figure 4. Map of the propensity to cycle of London residents

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Experian. Cycle segmentation: Steer Davies Gleave.

SETTING THE SCENE FOR THE CYCLING REVOLUTION

Central London

Central London is characterised by high employment density and a significant concentration of short journeys. In total, 815,000 trips occur entirely within Zone 1 of central London on a typical weekday¹.

A trip of less than 1km can usually be walked in less than 12 minutes and the vast majority of short journeys in London are currently walked. However, there are still 256,000 trips a day of between 1km and 8km (the maximum journey length in Zone 1) for which the bike could provide time savings compared with other forms of transport, and here lies the greatest potential.

Inner London

The cycling potential analysis shows that around 40 per cent of all the journeys in Inner London currently made by car, Tube or bus could be made by bike. Of all the journeys in London that could be made by bike, 30 per cent are in Inner London boroughs – 1.4 million journeys in all. Success stories such as the London Borough of Hackney, where cycling journeys have significantly grown and now account for eight per cent of all trips, show the potential can be realised with the right mix of measures in place.

As Figure 4 shows, many of the trips that could be converted to bike are located in bands running into central London, roughly along the axes of the London Underground lines. From the Inner London boroughs, there are many thousands of commuters who use the Tube or bus to journey into the centre of the Capital each day and for whom the bike could provide a fast, convenient alternative.

Outer London

As successful programmes such as Smarter Travel Sutton have shown, there is considerable potential to get more people cycling in Outer London. During the three years of the Sutton programme, cycling levels increased in the borough by 75 per cent, demonstrating that with the right incentives and a commitment by the borough, a dramatic change in cycling can be seen.

¹ LATS 2001

SETTING THE SCENE FOR THE CYCLING REVOLUTION

Half of all car trips in Outer London are less than two miles in length, equating to a journey of about 10 minutes by bike. Combining this with the knowledge that approximately one-third of households in Outer London do not have access to a car, and more than half of Londoners intend to cycle more in the coming year, there is significant potential to see more cycling in Outer London.

However, the patterns of potentially cycleable trips are different in Outer London, so initiatives must be targeted accordingly. Unlike central and Inner London, many of the trips in Outer London are dispersed and not so easily targeted through changes to the highway. In the case of Outer London, measures need to be applied on an area-wide basis, working in partnership with a variety of local partners. These initiatives will include marketing campaigns, travel awareness activities, cycling events and area-wide cycling improvements.

Matching cycling programmes to London's potential

To ensure this cycling potential is converted into new journeys and new cyclists on London's streets, cycling programmes must be tailored to people's current journey patterns:

- ~ Central London needs a scheme that helps people get around town quickly and easily for short trips; nipping between work and the shops, the rail station and the cafe
- ~ In Inner London, people who travel longer distances to work need a high-profile, safe solution to travel directly into central London
- ~ Outer London requires an approach that addresses the variety of complex journeys made for education, leisure and commuting

Supporting each of these individual approaches for the different areas of London, we must provide complementary pan-London programmes that support new cyclists as they take to two wheels.

2. CREATING THE CYCLING REVOLUTION

TfL's vision for the cycling revolution combines major programmes such as the London Cycle Hire Scheme, Cycle Superhighways and Biking Boroughs with locally led initiatives. With strong partnerships and political leadership TfL aims to evolve cycling in the Capital on a grand scale.

2.1 MAJOR PROGRAMMES

Alongside a long-standing commitment to work with boroughs and improve cycle facilities across London, TfL will this year launch three major programmes to bring about a major change in cycling in London – the London Cycle Hire Scheme, Cycle Superhighways and Biking Boroughs.

The London Cycle Hire Scheme

The solution for short trips in central London

Phase One

Central London needs a scheme that helps people get around town quickly and easily for short trips; nipping between work and the shops, home and the cafe. The Cycle Hire Scheme has been designed to meet this need.

The scheme will help make London a genuinely cycle-friendly city. By adding the bike to the list of public transport options for central London, TfL can make cycling the first choice for those thousands of short trips made in Zone 1 each day and remove the first barrier to cycling for many people: owning and storing a bike. The Mayor is determined not only to introduce the London Cycle Hire Scheme to the streets of central London, but also to make it the best in the world by learning from other schemes around the globe.

Many cities have already introduced similar schemes, including Paris, Lyon, Brussels, Berlin and Stuttgart. The best known of these is probably the Vélib scheme in Paris, which has more than 20,000 cycles for hire. The experience of these cities is that a good cycle hire scheme increases cycling's share of transport, encourages more people to cycle on their own bicycles and changes a city for the better.



6,000

From summer 2010, 6,000 bikes will become available for hire from around 400 special docking stations.

CREATING THE CYCLING REVOLUTION

Did you know?

In just one day, the London Cycle Hire scheme will help people burn off up to **6,500,000 calories** – equivalent to 26,000 chocolate bars!

London has already seen a significant rise in the number of people cycling. A cycle hire scheme would add momentum to this trend and increase the accessibility of cycling for all.

The Mayor considers the London Cycle Hire Scheme one of his key transport priorities, providing a genuinely sustainable alternative to the car and public transport in the Capital and encouraging more Londoners to cycle. From summer 2010, 6,000 bikes will become available for hire from around 400 special docking stations in central London 24 hours a day, seven days a week, all year round. Information will be given to users on cycle routes and times to key destinations.

The scheme aims to become the best in the world by combining high-quality bikes, convenient locations and a quick system for registering. Users will be able to pick up and drop off bikes at the docking stations placed approximately every 300 metres. These will be located on pavements and car-parking spaces, as well as on private land, such as outside hospitals and colleges.

The London Cycle Hire Scheme will create new benefits for London. It will:

- ~ Offer a sustainable and low emission form of transport
 - ~ Be convenient for local residents, business travellers, leisure users and visitors to London
 - ~ Encourage local trips within central London – many short journeys are faster by bicycle
 - ~ Be easy to use and available 24 hours a day, 365 days a year
 - ~ Alleviate congestion on London Underground and buses
 - ~ Provide an innovative addition to London's transport network
 - ~ Improve safety by increasing the number of cyclists on London's roads
 - ~ Mainstream cycling
-

CREATING THE CYCLING REVOLUTION

The scheme is expected to generate an extra **40,000 daily cycle trips** in central London and will remove many of the barriers to cycling that people cite, such as access to a bicycle and secure cycle parking, fear of theft, maintenance and storage.

Using the London Cycle Hire Scheme

The hire scheme will be built, operated and maintained by SERCO on behalf of TfL. To use the scheme there will be an access fee starting from £1 for 24-hour access to £45 for annual access. The first 30 minutes of every journey will be free, with fees increasing from £1 for an hour's access to £50 for 24 hours. This means:

- ~ A daily user will be able to hire a bicycle for multiple trips of under 30 minutes in one day for £1
- ~ For a weekly user the scheme will cost the equivalent of just 71p a day
- ~ Annual members will pay as little as 12p a day to have access to a hire bicycle

Cycle hire and safety

With an increase in the number of cyclists safety will be a priority. The London Cycle Hire scheme includes:

- ~ Launch of a '**safety and how to hire**' film provided on the Internet and for use at a number of London Cycle Hire roadshows. This will include a number of characters as shown in Figure 5
 - ~ Promotion of a **London Cycle Hire Code of Conduct** to encourage responsible use
 - ~ **Information on a range of recommended routes** and on how to navigate complex junctions and gyratory systems in central London
 - ~ **Increased cycle training** and incentives to buy safety equipment. TfL will also be working closely with policing partners to ensure people ride safely and responsibly
-

 CREATING THE CYCLING REVOLUTION

The safety of cyclists more generally in London is prioritised in the Cycle Safety Action Plan launched in March 2010. The plan identifies 52 actions which aim to reduce the number of cycling casualties and fatalities on London's roads.

Actions relevant to the London Cycle Hire Scheme in the safety plan:

- ~ Provide additional **adult cycle training** and improved monitoring through the hire scheme
- ~ Continue to provide **route information** through the London Cycle Guides and Journey Planner
- ~ Develop a **marketing campaign** directly targeted at improving safety between HGVs and cyclists
- ~ **Work with freight operators** to alter delivery times to avoid peaks, fit appropriate safety devices to HGVs and to provide appropriate cyclist safety awareness information to their drivers
- ~ Support the Metropolitan Police Service (MPS) Traffic Operational Command Unit in providing '**Exchanging Places**' events each month in 2010

(Cycle Safety Action Plan – Can be viewed by visiting tfl.gov.uk/roadusers, and then clicking on Cycling, and Making Cycling Safer in London. The executive summary of the document is provided in Annex B of this plan)



Figure 5. London Cycle Hire scheme characters to be used in marketing and awareness campaigns

CREATING THE CYCLING REVOLUTION

Feasibility study

A cycle hire feasibility study considered:

- ~ State-of-the-art review – to investigate the operation of schemes elsewhere and apply findings, where appropriate, to London
- ~ Demand analysis – to predict demand for a London cycle hire scheme
- ~ Available land – to gain an indicative understanding of the available land in central London that would be required for the scheme
- ~ Benefits, risks and opportunities – identify indicative benefits, risks and mitigations as well as potential opportunities



Figure 6. An artist's impression of a London Cycle Hire scheme docking station

CREATING THE CYCLING REVOLUTION

The future of cycle hire

Phase Two of the hire scheme is being investigated, and TfL is already studying ways of growing the scheme. The Mayor considers the London Cycle Hire scheme launched in the summer of 2010 to be the first phase of an expanding programme.

Development and expansion could include extending the zone boundary or increasing the density of cycle docking stations (Figure 6) within the initial area. The hire scheme is set to be a success in central London. Depending on demand, TfL will work with boroughs to extend the concept to other parts of London. A number have already expressed interest in testing the scheme in their areas and TfL will consider each case.

Cycle Superhighways

The solution for commuter trips from Inner London to central London



For people who cycle longer distances to work in central London, a safe, high-profile solution is needed. Cycle Superhighways have been designed to meet this need, through the concept of 'cycle streets' which take cyclists directly to the centre of the Capital.

Just as the ribbon development of the 1920s and '30s aimed to give cars a direct route from the suburbs into central London, Cycle Superhighways will revolutionise the journey by bike from Inner to central London.

London's Cycle Superhighways will provide cyclists with safe, direct, continuous, well marked and easily navigable routes along recognised commuter corridors into the centre. The Cycle Superhighways will meet the needs of commuters with a growing appetite for cycling between Outer and Inner London and the centre.

Cycle Superhighways – the routes

Twelve Cycle Superhighways are planned, as shown in Figure 7. The first two pilot routes, along the A24 between Morden and Bank, and along the A13 from Barking to Tower Gateway, will be ready by the summer of 2010. The remainder are planned to be introduced by 2015. By then, they could be generating up to **120,000 additional cycle trips every day**, creating a critical mass of cyclists that revolutionises commuter travel and helps to change the attitudes of all road users.

CREATING THE CYCLING REVOLUTION

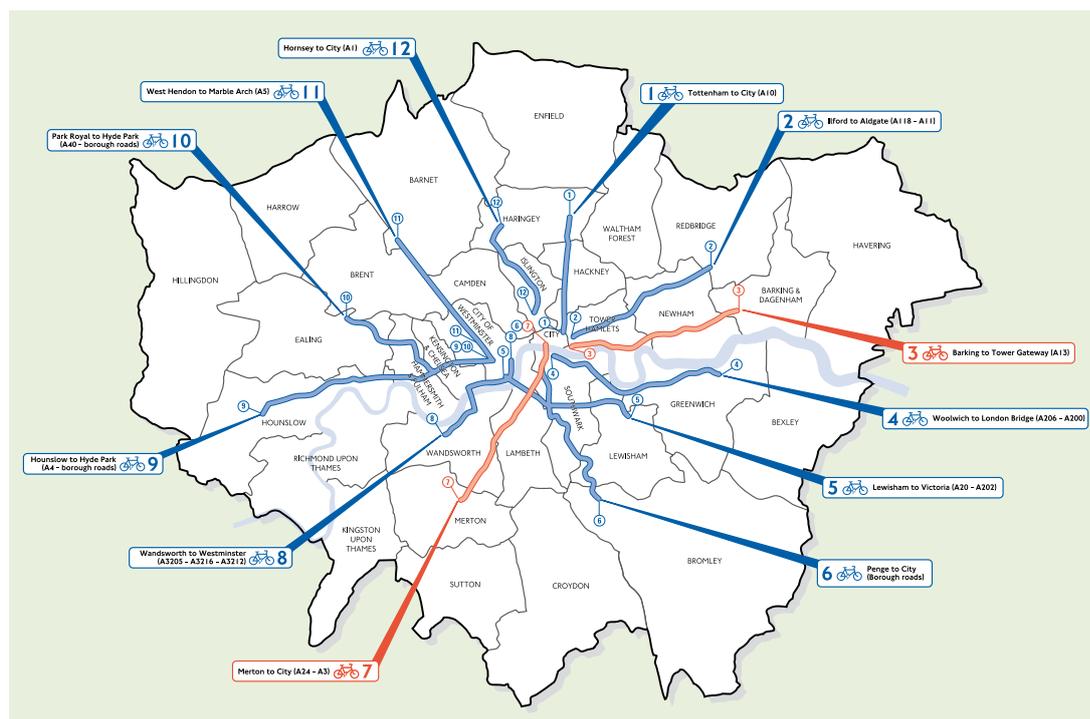


Figure 7. A map showing the 12 Cycle Superhighways in London

The Cycle Superhighways routes will:

- ~ Address **safety** issues along the route through specific highway measures
- ~ Provide **direct** and reliable routes into London
- ~ Provide routes that have continuous clear blue markings from beginning to end
- ~ Have a **clear identity**
- ~ Have road surfaces which will be improved for **comfort** and on which obstructions will be minimised

The location and alignment of each route has been established by an analysis of potential demand. Commuters' trip origins, destinations and demographics were studied to identify areas with the greatest potential to cycle (Figure 8).

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Figure 8. A map showing the demand analysis used for route planning of route 7

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Cycle Superhighways – the interventions

The Cycle Superhighways programme is unique in combining highway improvements and smarter travel measures. Together these will work to ensure that the Cycle Superhighways will be an attractive, fast and safe way of getting to work, and people will feel confident and encouraged to use them.

The highway changes

All Cycle Superhighways will have distinctive blue markings to highlight the presence of cyclists to other road users and make them easy for cyclists to navigate. The use of road marking will reduce the need for signage and street clutter. Cycle route signs will have distinctive branding to distinguish the Superhighways from other cycle routes. There will also be cycle logos and route numbers on the road surfaces and in bus lanes to clearly identify the Cycle Superhighways.

Interventions at junctions

Busy junctions that are difficult to negotiate have often been considered a barrier to cycling. A number of specific remedies are being planned at junctions on Cycle Superhighways routes to tackle this problem, including:

- ~ Additional advanced stop lines
 - ~ Blue 'virtual' cycle lanes through junctions
 - ~ Cycle lanes where none currently exist, and the widening of existing lanes where possible
 - ~ Logos on approaches to junctions where lane widths do not permit the implementation of cycle lanes
 - ~ Measures to discourage fast, uncontrolled left turns by general traffic
 - ~ Implementation of traffic islands to reduce weaving by other road users
 - ~ Adjusting traffic islands to allow more space for cyclists and reduce pinch-points
 - ~ Capacity improvements for cycles at controlled crossings
-

CREATING THE CYCLING REVOLUTION

The smarter travel supporting measures

In addition, to the investment in specific infrastructure measures to create attractive, direct and safe Cycle Superhighways, a variety of smarter travel measures are planned at the home and work ends of the Superhighways to encourage cycling. These measures will be delivered by working with a wide range of stakeholders along the routes that include residents and businesses, the freight industry and key stakeholder organisations. The measures will aim to:

- ~ Raise awareness of the Cycle Superhighways among the target market
- ~ Improve the image of cycling among all commuters
- ~ Improve safety
- ~ Promote a shift to cycling and thereby reduce congestion on other forms of transport
- ~ Identify and break down barriers to cycling at the home and work end of the Cycle Superhighways

The smarter travel measures will comprise:

- ~ Working with the boroughs to encourage cycle-commuting among people living at the home end of the Cycle Superhighways
- ~ Improving the safety of the Cycle Superhighways
- ~ Working with businesses and other organisations to remove the barriers to cycling at the work end of the Superhighways
- ~ Pilot projects to reduce theft and encourage future commuters to use the routes

Home-end measures

With support from TfL, boroughs at the home end of the Cycle Superhighways will improve parking in residential areas around the route, support commuter cycle training and cycle maintenance, and reach potential cycle commuters through local events. Targeted marketing will raise awareness of the benefits of cycling among commuters.

There will be a regular programme of led rides along the Superhighways following their launch. For example, along the two pilot Superhighways to be launched in summer 2010, eight led rides are already planned to guide people from residential areas into central London.

CREATING THE CYCLING REVOLUTION

Cycle Superhighways and safety

In line with the Cycle Safety Action Plan (page 51) a programme to improve cycle safety along the Cycle Superhighways is under way. Cycle Superhighways will address safety concerns in the following ways:

- ~ New features will be trialled along the routes, including Trixi mirrors (convex road safety mirrors) to improve the visibility of cyclists at traffic lights
- ~ TfL will work with the freight industry to help avoid deliveries at peak times along the Cycle Superhighways where possible and to ensure the routes are free and clear of obstruction from goods vehicles making deliveries. Fresnel lenses (side mirrors to assist with visibility along the side of the vehicle) will be distributed to freight operators working on these routes and they will be encouraged to become members of the Freight Operator Recognition Scheme (FORS), which promotes good driving practice
- ~ TfL will work with bus operators to provide cycle awareness training and information to bus drivers, particularly on routes with a Cycle Superhighway
- ~ Cycle training will be provided to cyclists through workplaces and by boroughs along the routes
- ~ Cycle safety information will be a core part of all communications concerning the Superhighways

**Working with businesses and other organisations**

Businesses in the vicinity of the routes will play a vital role in promoting the routes to staff and in providing facilities to make it easier and more convenient for employees to cycle to work. Larger businesses located within 1.5km of the Superhighways will be supported to provide cycle training, parking, maintenance and safety messages to their staff. Early interest has already been shown by more than 300 businesses along the two pilot routes to be launched in summer 2010.

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Engaging with businesses through the Cycle Superhighways scheme

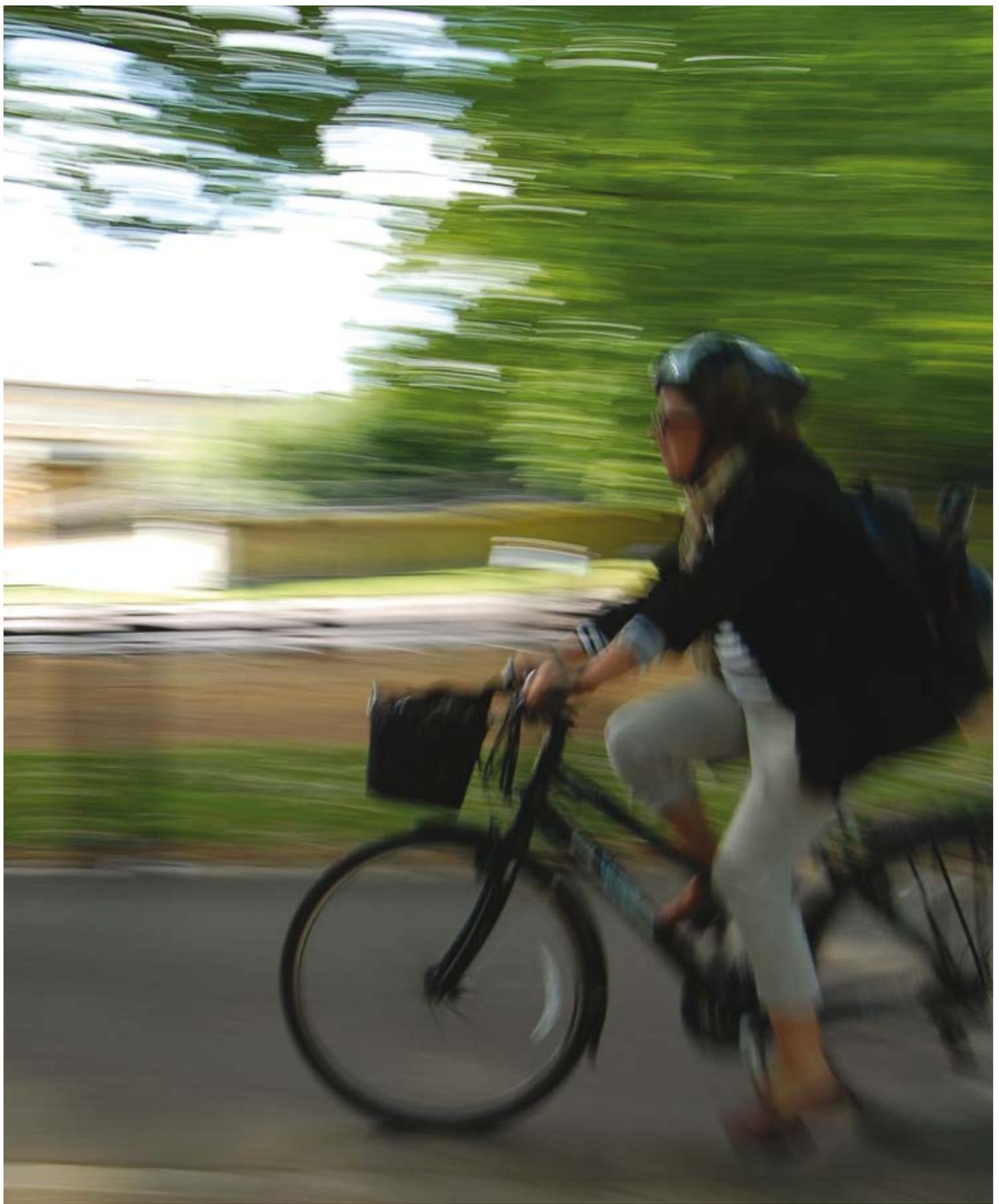
TfL and Better Bankside, a business-led regeneration company, are currently working together to engage with 30 businesses in the area of Cycle Superhighway Route 7 to sign people up to the Cycle Superhighways Workplace Scheme. In addition to other measures, Better Bankside intends to install a cycle park. As many of the businesses in the area have limited space for cycle parking, this will be an ideal solution and, along with the Cycle Superhighways themselves, should encourage more people to commute by bike to Bankside.

Testing and innovation

Two pilot projects will be conducted along the Cycle Superhighways to test the effectiveness of schemes before they are extended to the Superhighway network. The first will aim to reduce instances of theft at hotspots in the City of London. TfL will work with the City of London and City of London Police to design and pilot a package of measures to reduce bicycle theft.

The second pilot project will seek to encourage the use of the Superhighways among sixth form and university students who live and study along the routes. Through the Cycle Superhighways programme, specific work is being done to target future commuters – those in further or higher education in the 16-24 age range. Students' flexible timetables, above average levels of access to a bike, motivation to stay within a tight budget and desire for independence all contribute to a promising profile of potential cyclists.

Research has been carried out to understand the barriers and motivations to cycling among this group. TfL is currently exploring the potential of two pilot projects to target these future commuters through a marketing and communications campaign consisting of posters, attendance at university events such as freshers' fairs, travel information packs and a Facebook group.



Did you know?

Thirteen Biking Boroughs were announced in January 2010

CREATING THE CYCLING REVOLUTION

Biking Boroughs

The solution for varied short trips across Outer London

Outer London requires a targeted 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.

Realising the potential

There is considerable potential for cycling in Outer London, where almost half of all car trips are shorter than two miles and public transport is often not as comprehensive as in Inner or central London. In these areas, TfL estimates almost 2.4 million trips a day could be made by bike. Much of this potential is in the form of dispersed, short car trips that could easily be cycled. While large schemes such as London Cycle Hire and Cycle Superhighways are planned for central and Inner London, the diffuse nature of the potential in Outer London suggests a less intensive, area-based approach is more appropriate.

To realise this potential, it is essential to understand the barriers that currently prevent more cycling in Outer London. A joint paper by London Councils and London Cycling Campaign² identified that one in five people say they wish to cycle but that the choice is not open to them because of actual or perceived barriers. Building on this research, the recent report *Delivering the Benefits of Cycling in Outer London*³ highlighted the key barriers to cycling in Outer London as well as potential solutions.

This is where the Biking Boroughs come in. The idea behind Biking Boroughs is to promote cycling in an integrated way across boroughs, particularly in Outer London. This means encouraging cycling through improvements in infrastructure, in combination with smarter travel initiatives such as promotion, training and behavioural change programmes. It also means working with partners such as the police, healthcare providers, schools and workplaces across the borough to ensure a consistent and integrated approach. Working with partners will be crucial to the success of the Biking Borough programme, as will strong political commitment.

² Breaking down barriers to cycling in London, London Cycling Campaign & London Councils, November 2008

³ Delivering the Benefits of Cycling in Outer London, TfL, London Councils, LCC, Sustrans, February 2010

CREATING THE CYCLING REVOLUTION

Unlocking the benefits of cycling in Outer London

Encouraging cycling can help London boroughs unlock a number of benefits, contributing to the achievement of many local policy objectives and improving the quality of life for local residents. In particular it can help to reduce local congestion and improve air quality by encouraging more sustainable journeys.

It also contributes to healthier, more active residents and improves access to opportunities for local people, especially those without a car.

Within Outer London, key pockets of high demand also exist around, for example, town centres and bus, rail and Tube stations. To capture this potential, part of the Biking Borough programme will see some of these areas identified as 'cycle hubs', where potential for a shift to cycling is greatest and resources can be targeted. These hubs will create beacons of cycling excellence in Outer London and act as catalysts for change in these areas.

Delivery of the Biking Borough programme

In particular, local political support for cycling will be critical to the Biking Borough programme's success. It will be very much locally-led with boroughs themselves developing action plans that set out how local funding for transport can transform cycling in their areas.

A good example of a partnership in Outer London is the London Borough of Richmond upon Thames, which is developing its own local cycle loan scheme with South West Trains. A pilot scheme offering 50 folding bikes to annual season ticket holders is to be launched in June 2010.

TfL has already provided funding to 13 boroughs to help them develop Biking Borough action plans. These, as shown in Figure 9.

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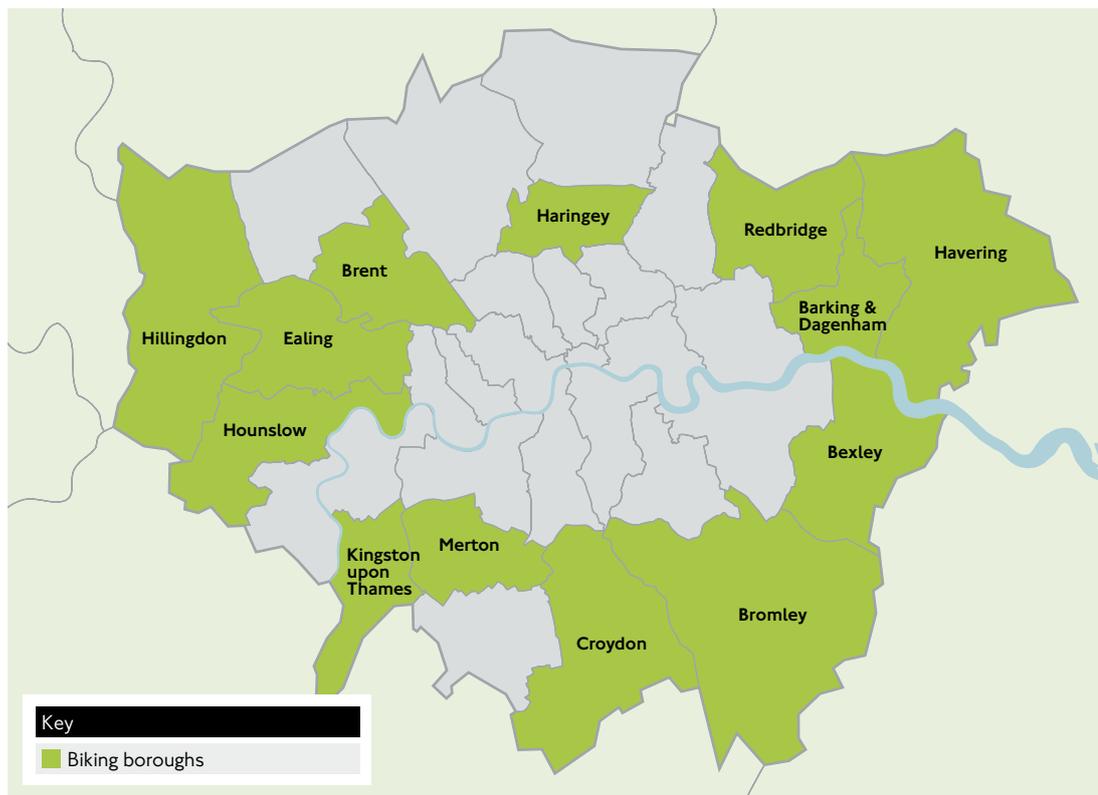


Figure 9. A map of the 13 Biking Boroughs in Outer London

Mass participation cycling events are also set to take place in two Outer London boroughs this year. Called Sky Rides, they will promote cycling to a wide audience and help to launch the cycling revolution in these areas. They are also an excellent example of partnership working between TfL, the London boroughs and businesses.

All boroughs will be encouraged to put cycling at the centre of their transport strategy alongside other modes such as walking, public transport and the car. The second phase of the Biking Borough programme will see more boroughs learning from the initial 13 and developing their own action plans to create a radical change in the approach to cycling.

Annex A shows a plan that sets out how in Hounslow (one of the first 13 Biking Boroughs) a variety of ideas have been developed to increase cycling across the borough.



CREATING THE CYCLING REVOLUTION

2.2 PAN-LONDON INITIATIVES

These programmes are underpinned by a variety of new and continuing initiatives to encourage cycling across London.

Route improvements for cyclists

TfL investment supports a wide range of measures to provide better routes for cyclists on the TLRN. These include advanced stop lines at traffic signals, cycle lanes, cycle crossings, direction signing, contra-flow cycling in one-way streets and speed management.

Some of the larger schemes include improvements to the Elephant and Castle southern roundabout, the A316 Lower Richmond Road cycleway and the A316 Richmond Circus-toucan crossing design. TfL will continue to invest in these types of schemes in 2010/11.

TfL also works closely with London boroughs to support their schemes to provide new cycle routes and improve existing ones. In 2009/10, over £10m was provided by TfL to boroughs for cycle route schemes through the Local Implementation Plan (LIP) process. Significant schemes completed include an off-carriageway route along Watford Road in the London Borough of Brent, improvements to on-road conditions on Queenstown Road in the London Borough of Wandsworth and junction improvements at George Lane / High Road in South Woodford (London Borough of Redbridge).

In 2010/11 the LIP programme includes a wide range of cycle route improvements through integrated schemes such as the London Borough of Hounslow's Twickenham Road scheme, which will adopt a complete corridor approach to smooth traffic flow and improve conditions for cyclists, pedestrians and buses.

CREATING THE CYCLING REVOLUTION

Cycle training

For many people, lack of confidence and feelings of vulnerability are common reasons for not cycling. Cycle training can help give new or less confident cyclists the help they need to give cycling a try.

Training is now being provided in every London borough and at more than 600 schools. Some 40,000 children and 5,000 adults are being trained each year as a result. As the cycling revolution takes effect there will be many more new cyclists on the streets of London. In response, TfL is working with the London boroughs to increase the provision of cycle training to ensure people's first experiences of these schemes are safe and enjoyable.

TfL is investing additional funds in cycle training specifically related to the London Cycle Hire scheme and Cycle Superhighways to supplement the programme of cycle training in London and provide support for new cyclists on the Capital's roads.

Cycle parking

Increasing the quantity and quality of cycle parking in London is a priority. A total of 66,000 new spaces will be created at key destinations across London by 2012. These will provide many more convenient places to park bikes, giving people confidence their bike will be where they left it when they return and presenting new opportunities for multi-modal journeys and cycle trips to new destinations.

Working at rail and London Underground stations, workplaces and on the street, TfL's aim is to provide convenient parking facilities across London and reduce the risk of theft.

There are already special cycle parks at Finsbury Park, London Bridge and Surbiton stations, which provide convenient and safe parking. By 2012, the aim is to ensure increased cycle parking at more and more TfL-managed rail and Docklands Light Railway (DLR) stations, as well as at London Underground stations with car parks.

A specific cycle strategy has been developed for the DLR, one of the four key objectives of which is to improve cycle parking at stations to deliver a better quality, safer and more convenient cycling environment.

CREATING THE CYCLING REVOLUTION

TfL will continue to work with Network Rail, the train operating companies (TOCs) and London boroughs to increase cycle parking at London rail and Tube stations. Network Rail, with support from TfL, already plans to add more cycle parking spaces at most of the key London rail termini, particularly Euston, Kings Cross, Victoria and Liverpool Street. The Cycling Rail Task Force, established in 2007, ensures that a clear and consistent approach to cycle/rail integration is applied across the rail network. Through well-considered design of parking facilities, TfL can help to ‘design out’ cycle theft.



CREATING THE CYCLING REVOLUTION

TfL is committed to increasing the quantity of cycle parking across the Capital and will develop a pan-London cycle parking strategy by the end of 2010.

It will also continue to work with businesses to improve cycle parking on private land, through guidance and good practice. Guidance for workplace cycle parking, for example, will be published in summer 2010.

Ahead, TfL will continue to integrate cycle parking with development and ensure all new workplace and residential developments cater for the needs of cyclists from the outset.

Through Section 106 agreements and potentially Community Infrastructure Levy (CIL) funding, developers provide contributions for cycling infrastructure at new developments and London boroughs can set out the specific cycling infrastructure requirements they have to ensure maximum benefit for cyclists.

The Mayor's London Plan details what is expected at new developments to support and encourage cycling. This includes providing secure, integrated and accessible cycle parking facilities to specified standards. Improving cycle parking at residential locations is a particular priority. The London Assembly Transport Committee⁴ identified the lack of residential cycle parking (cycle storage) as a key barrier to cycling in London. Coupled with this, anecdotal evidence from estate agents suggests there is a clear demand for better residential cycle facilities with secure bike parking and proximity to cycle paths now rivalling London Underground stations and car parking as determining factors in where people choose to live in London⁵.

Workplace travel planning

TfL is working with 400 employers in London to help them develop travel plans to promote sustainable travel. One of the main aspects of this programme is improving facilities for commuter cyclists. Measures include providing showers, secure parking and cycle training for employees.

Within workplace travel planning, the TfL Take a Stand scheme offers funding for cycle parking to those companies completing a travel plan and encouraging their staff to cycle.

⁴Stand and Deliver Cycle Parking in London, London Assembly, June 2009

⁵London Evening Standard report, 28th October 2009

CREATING THE CYCLING REVOLUTION

Improving cycle facilities through workplace travel planning

The Catholic Agency for Overseas Development (CAFOD) signed up for TfL's workplace travel planning service, A New Way to Work, in a bid to encourage staff to consider using public transport or cycling to work rather than using their car. Through the A New Way to Work programme, CAFOD undertook a site and staff survey to better understand what the transport issues and requirements were. They then engaged in a plan of action which included the following measures:

- ~ Installation of 10 cycle stands, replacing four car parking spaces (a 17 per cent reduction)
- ~ Setting up the Cycle2Work scheme
- ~ Introduction of pool bikes
- ~ Installation of locker and shower facilities to further promote cycling
- ~ Setting up a Travel Information notice board. Installation of web cameras for teleconferencing needs, particularly to reduce business travel abroad

The introduction of simple measures such as installing cycle parking has raised awareness among employees, with targets for increasing cycling being exceeded. Single occupancy car journeys have also been reduced by half to date.

Businesses are also encouraged to sign up to the Cycle to Work scheme to allow employees to purchase tax-free bikes or cycling equipment. This can reduce the costs by as much as 30-50 per cent. Employers can help spread the cost of the equipment by leasing it back to staff over a period of up to 18 months.



Did you know?

Cycle training is now provided in 600 schools across London and last year 40,000 children received cycle training

CREATING THE CYCLING REVOLUTION

The Department for Transport has also developed a voluntary initiative, the Cycle Guarantee Scheme, which challenges businesses to become more cycle-friendly employers. By signing up, businesses signal their commitment to making it easier for staff to cycle to work with efforts targeted around five key pledges:

- ~ Storing – secure, safe and accessible bike parking
- ~ Changing – good-quality changing and locker facilities
- ~ Buying – the Cycle to Work Scheme
- ~ Repairing – bike repair for cyclists on or near site
- ~ Inspiring – training, reward and incentive programmes to achieve targets for more cycling

Many organisations in London have already signed up to the Cycle Guarantee Scheme including central Government departments, primary care trusts and local authorities as well as major private sector companies such as ASDA and Ernst & Young. TfL will be working to promote this to other businesses across London to ensure that good quality facilities exist to encourage employees to cycle.

School travel planning

Encouraging more children and young people to cycle is hugely important to the Mayor's vision of a cycling revolution, since any change in culture will only be sustained by encouraging young people to cycle and by ensuring they carry their enthusiasm through to adulthood.

TfL is working closely with schools to promote cycling, with London leading the way in targeting a change in school travel. By the end of 2009, more than 2,700 schools had an approved travel plan, representing 90 per cent of London's schools. Results have been impressive, too, with a reported 6.2 percentage point reduction in the proportion of car use since the start of the School Travel Plan programme.

The Sustrans Bike It programme is an example of what schools can do to encourage cycling. During 2009, it achieved a doubling in the number of children cycling daily to the 45 participating schools, and a reduction in the number of children saying they never cycle to school fell from 78 per cent to 63 per cent.

CREATING THE CYCLING REVOLUTION

Cycle safety

As more people take to the streets by bike, TfL wants every one them to be as safe as possible, and for thousands more to join them. This is why it is working to give Londoners the road awareness, infrastructure and support to stay safe.

While cycling has increased significantly in London, the number of casualties has remained fairly constant in recent years (Figure 10). With more people taking to the roads on bikes the aim is to reduce the number of casualties further by involving cyclists in a number of different initiatives.

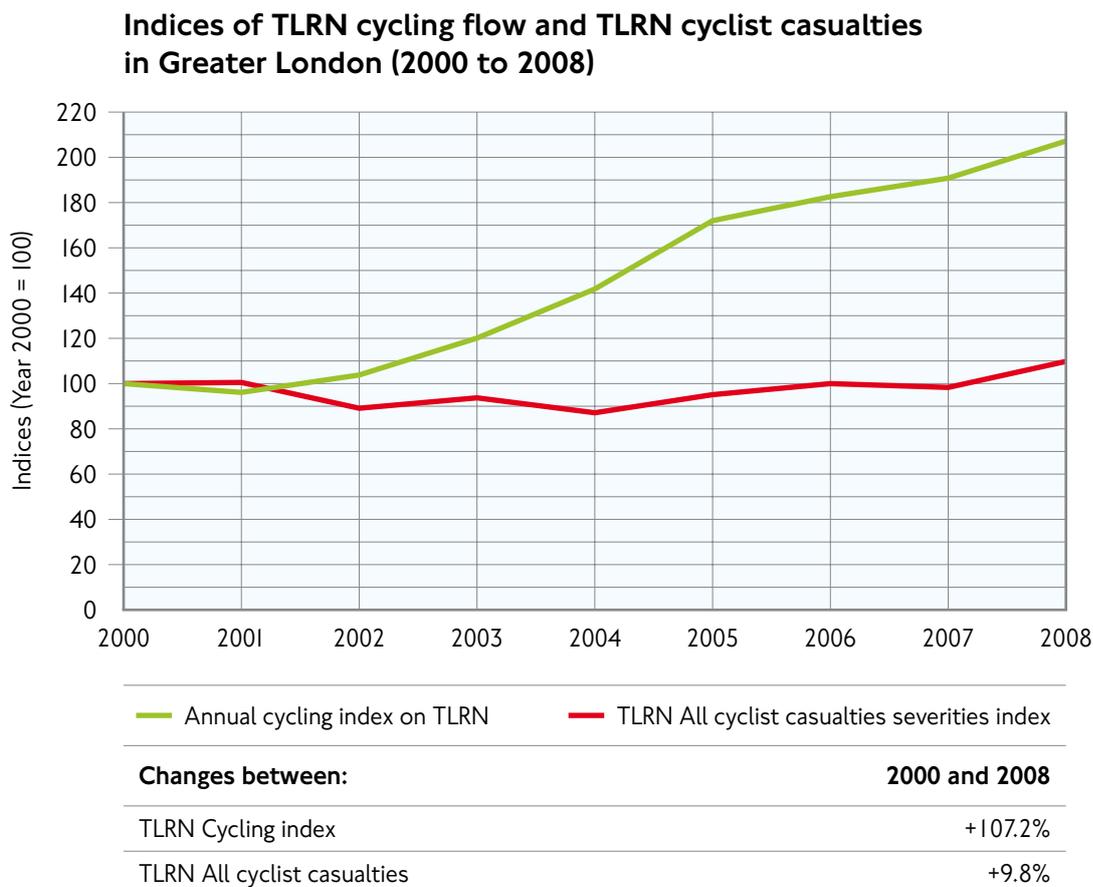


Figure 10. Chart to show the level of cycling in London, compared with cycling casualties

CREATING THE CYCLING REVOLUTION

In March 2010, the Mayor and TfL published a plan of action to improve the safety of cyclists in the Capital. The Cycle Safety Action Plan (see Annex B for the executive summary) coincided with the launch of a TfL cycle safety advertising campaign on television and in cinemas across London.

The plan includes input from expert groups as well as ordinary Londoners. It identifies the types of collision that are most likely to result in serious cycling accidents and sets out measures to reduce them over the next year and beyond.

Main problems identified include collisions with HGVs, which account for more than half of London's cyclist fatalities each year, and 'close proximity' collisions, where cyclists and other road users fail to give each other enough road space. The plan, which will be delivered in partnership with police forces, London boroughs, the freight industry and cycling and road safety campaign groups, features a range of measures including:

- ~ Providing additional funding to boost the provision and effectiveness of cycle training ahead of the launch of the London Cycle Hire Scheme and Cycle Superhighways
 - ~ A call by the Mayor and TfL for Londoners to sign up for the TfL-funded cycle training available through London's borough councils by visiting tfl.gov.uk/cycling
 - ~ Development of an awareness-raising campaign aimed at improving safety between HGVs and cyclists
 - ~ Working with the police to tackle irresponsible behaviour by all road users
 - ~ Working with the London Criminal Justice Board to strengthen criminal justice procedures for dealing with cyclist deaths and serious injuries
 - ~ Researching the potential for cyclists being able to turn left at red traffic lights, and the potential for a cycling safety code
 - ~ Distributing safety mirrors to freight operators and working with the industry to avoid deliveries at peak times, especially on roads with high cycle flows
 - ~ Trialling the use of convex safety (trixi) mirrors mounted at traffic signals to eliminate blind spots for drivers and increase visibility of cyclists for drivers on Cycle Superhighways
 - ~ Working with bike retailers and manufacturers to provide safety messages at the point of sale
-

CREATING THE CYCLING REVOLUTION

A total of 52 actions have been identified to improve safety for cyclists and minimise cyclist casualties. These have been grouped into the following nine action areas. Examples include:

1) Safer infrastructure

- ~ Work to ensure that all new road infrastructure contributes to improved safety of cyclists, including speed reduction measures, junction improvements, and awareness of cyclists' needs
- ~ Identify 'high risk' locations on the road network for cyclists and advise on and implement preventative measures

2) Training and information

- ~ Support boroughs that wish to implement speed reduction measures such as 20mph zones
- ~ Work with TfL and borough maintenance teams to ensure road conditions are adequate to ensure road safety for cyclists
- ~ Work with the DfT and London boroughs to develop and trial good practice, changes in regulation, guidance and procedures covering highway infrastructure and public realm, to improve cyclist safety

3) Communication of cycling safety messages to all road users

- ~ Develop a marketing campaign directly targeted at improving safety between HGVs and cyclists
- ~ Launch a marketing campaign to warn motorists and passengers to look out for cyclists
- ~ Communicate with the freight industry to improve cyclists' safety and give more recognition to its role in meeting London's targets to reduce death and injury among vulnerable road users

4) Enforcement against irresponsible road user behaviour

- ~ The Metropolitan Police and other partners will put a renewed emphasis on reducing serious injuries on London's roads. The MPS will undertake targeted enforcement against careless and dangerous road user behaviour
 - ~ The MPS, led by the Safer Transport Command, will work with London boroughs and borough police forces to increase enforcement against vehicles illegally stopped or parked in cycle lanes at key locations and take action against other driving behaviour that endangers cyclists
-

CREATING THE CYCLING REVOLUTION

5) Improved regulation

- ~ Undertake desktop research into whether to pilot a move allowing cyclists to turn left at red traffic lights

6) Improved vehicle technology

- ~ Work with the motor industry as a matter of urgency to identify the most appropriate and cost-effective safety device (standard specification as well as retro fitting) for large goods vehicles. Side guards and infra-red motion sensors to be considered
- ~ Trial roadside safety mirrors (Trixi mirrors) on the Cycle Superhighways pilot routes

7) Action to address commercial driving and working practices

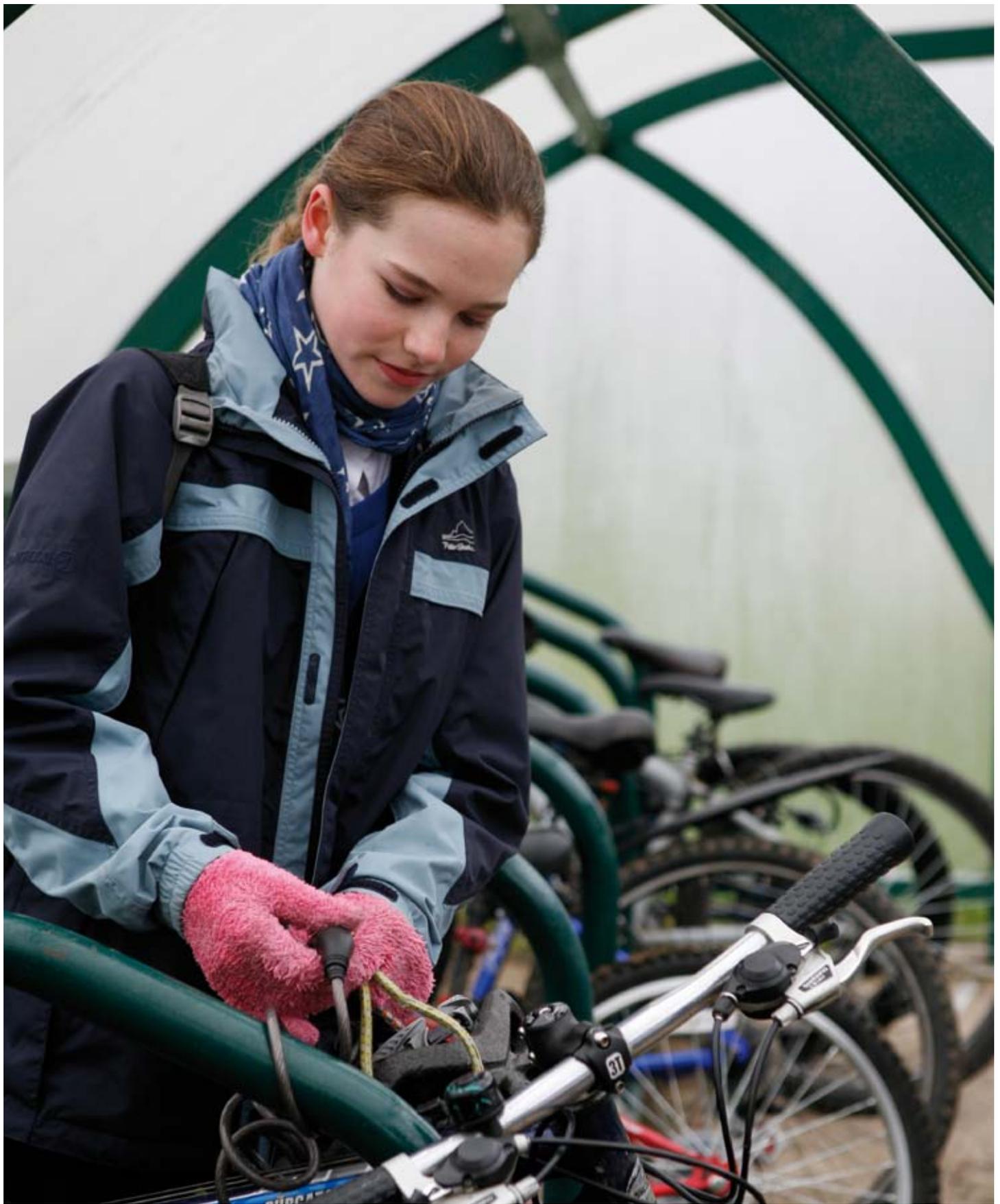
- ~ Encourage responsible procurement practices throughout the Greater London Authority family and the public sector by ensuring freight operators are registered as Freight Operator Recognition Scheme (FORS) members (or equivalent). Contracts to include vehicle specifications such as the use of improved mirrors, Fresnel lenses and driver training
- ~ Promote and encourage wider membership of FORS to provide training and messages on cycle safety for all fleet operators in London
- ~ Work with town-centre managers and freight quality partnerships to reduce deliveries and influence timings on main cycle routes in London

8) Action to improve research and monitoring

- ~ Work with MPS and City of London Police to improve consistency and precision of data and records including self-reporting relating to individual casualty incidents
- ~ Continue to survey and address the perceived risk of safety for cyclists, for instance through annual attitudes to cycling

9) Continued partnership working

- ~ Continue to work together to consolidate, analyse and identify trends and contributory factors relating to cyclists killed or seriously injured and oversee implementation of the Cycle Safety Action Plan
 - ~ Work with the Freight Transport Association and others in identifying and piloting technical solutions to develop improved vehicle design and the concept of an urban lorry
-



Did you know?

Last year over 250,000 Londoners were contacted by TfL with cycle safety messages

CREATING THE CYCLING REVOLUTION

A Cycle Safety Working Group, comprising TfL, London Cycling Campaign, London Councils, the police and others, has been established to help oversee the implementation of the Cycle Safety Action Plan and provide additional advice and analysis where it is needed.

The MPS launched their Roadsafe London website in 2010 – www.met.police.uk/roadsafelondon/. This is a pilot project aimed at making London's roads safer. The website allows members of the public anonymously to report dangerous driving and antisocial behaviour. This enables the MPS to prioritise where cycle casualties may be reduced.



A simple form goes straight to officers in the Metropolitan Police Traffic Unit to deal with the query. The website is already being used by the cycling community and highlights where both engineering solutions and drink driving offences have been identified.

Cycle security

Theft of cycles can be a significant barrier to encouraging cycling. TfL, the MPS, BTP and City of London Police are preparing a draft cycle security plan. This sets out commitments to reduce the risk of cycle theft in London through increased police action, enforcement, crime prevention advice, increased cycle parking and schemes such as cycle marking and registration.

The Mayor can do a great deal through TfL and policing partners in terms of transport, development planning and policing. Working in collaboration, new resources will be provided to tackle cycle theft to allow both new and experienced cyclists to enjoy cycling, free from the risk of theft or criminal damage to their bicycle within a designated public space.

CREATING THE CYCLING REVOLUTION

Responsible cycling

Public response to the consultation on the draft Mayor's Transport Strategy indicated a growing frustration that cycling is undermined by a small number of cyclists who disregard the rules of the road. The Cycle Safety Action Plan also found that cyclists disobeying junction controls – give way, stop signs or traffic signals – accounted for approximately five per cent of deaths or serious injuries to cyclists.

By not following the Highway Code, the road is a more dangerous place for everyone. To encourage an increase in the number of people cycling in London while maintaining safety, it is important to create a culture of mutual respect in which all road users show consideration for each other.

The Mayor is eager to promote safe and responsible cycling. TfL will work with policing partners and others to promote respectful and lawful road use by cyclists and other road users. The police will be stepping up enforcement, engagement and awareness-raising to tackle anti-social road use by all road users at key locations and junctions. Enforcement will also take place on the Cycle Superhighways.

Targeted enforcement will take place at key junctions and there is agreement among policing partners to operate a 'graduated' approach to cyclists' and drivers' behaviour. This will be based on an intelligent assessment of the cyclists' intent. Where cyclists' behaviour appears to result from avoidance of road danger, words of advice will be given. Where behaviour is clearly negligent or aggressive a Fixed Penalty Notice will be issued with the option of 'alternative disposal', for example by attending rider improvement programmes, such as HGV/cycling safety events. Enforcement will primarily be led by the MPS Safer Transport Teams, Safer Transport Command and the City of London Police.

As a central theme in the cycling revolution, future communications on cycling will emphasise the need for all road users, including cyclists, to use the road responsibly.

The London Cycle Hire Code of Conduct will take this forward. The code will cover safety and behaviour. Alongside this will be the cycling and HGV marketing campaign which will:

- ~ Educate cyclists about HGVs' blind spots
 - ~ Deter cyclists from undertaking HGVs, particularly when the vehicle is likely to turn left
-

CREATING THE CYCLING REVOLUTION

Exchanging Places events, which provide cyclists with the opportunity to experience the driver's view from an HGV cab, will:

- ~ Educate cyclists about HGVs' blind spots
- ~ Provide cyclists with safety information
- ~ Allow cyclists to revoke fixed penalty notices they have received from cycling dangerously or illegally

Greenways

Greenways are attractive routes to walk and cycle on, which make use of London's beautiful parks and open spaces. They are for people of all ages and abilities to enjoy whether for travel or recreation. Significant investment has already been made over the past five years in creating a network of over 100km of Greenways across London. In the future, London boroughs will have greater flexibility in delivering the Greenways programme and funding will continue to be provided by Sustrans, Seltrans, and National Lottery and from Section 106 developer contributions.

The Greenways networks are primarily 'green grids' of routes connecting London's parks and green spaces, and are intended to promote health and recreation. Rather than putting forward a series of entirely new routes, the Greenways networks are a collection of some existing routes and those already in development, combined with new links and connections, based on local priorities (Figure 11).



Figure 11. Photos of Greenways across London

CREATING THE CYCLING REVOLUTION

Greenways will play a vital role for spectators accessing the Olympic venues during the 2012 Games. The aim is that all spectators will arrive by public transport or by walking or cycling. To fulfil this ambition, more people will need to be encouraged to walk and cycle, and to see these as practical and enjoyable travel options.

Eight legacy greenways are being developed in advance of 2012, linking into the Olympic Park and River Zone venues, as shown in Figure 12. The routes are funded by the Olympic Delivery Authority, overseen by TfL. The routes are:

The Greenway – follows the route of the northern outfall sewer east from the Olympic Park to Beckton.

Lea Valley North – links to the north of the Olympic Park through the Lee Valley Regional Park.

Greenwich – follows the route of the Thames Path connecting Maritime Greenwich with the North Greenwich Peninsula and Woolwich.

Limehouse Cut – links Limehouse Basin to the Olympic Park via the Limehouse Cut.

Hackney Parks – a new route that connects Finsbury Park through the green spaces in Hackney to the western entrance of the Olympic Park.

Lower Lea and The Royal Docks – connects to the south of the Olympic Park from the Royal Docks and Isle of Dogs.

Epping Forest – a new route from the north-east of the Olympic Park through Stratford and up to Epping Forest.

Victoria Park and Stepney – connects the Olympic Park to Islington and Limehouse Basin via Regent's and Hertford Union Canals.

CREATING THE CYCLING REVOLUTION

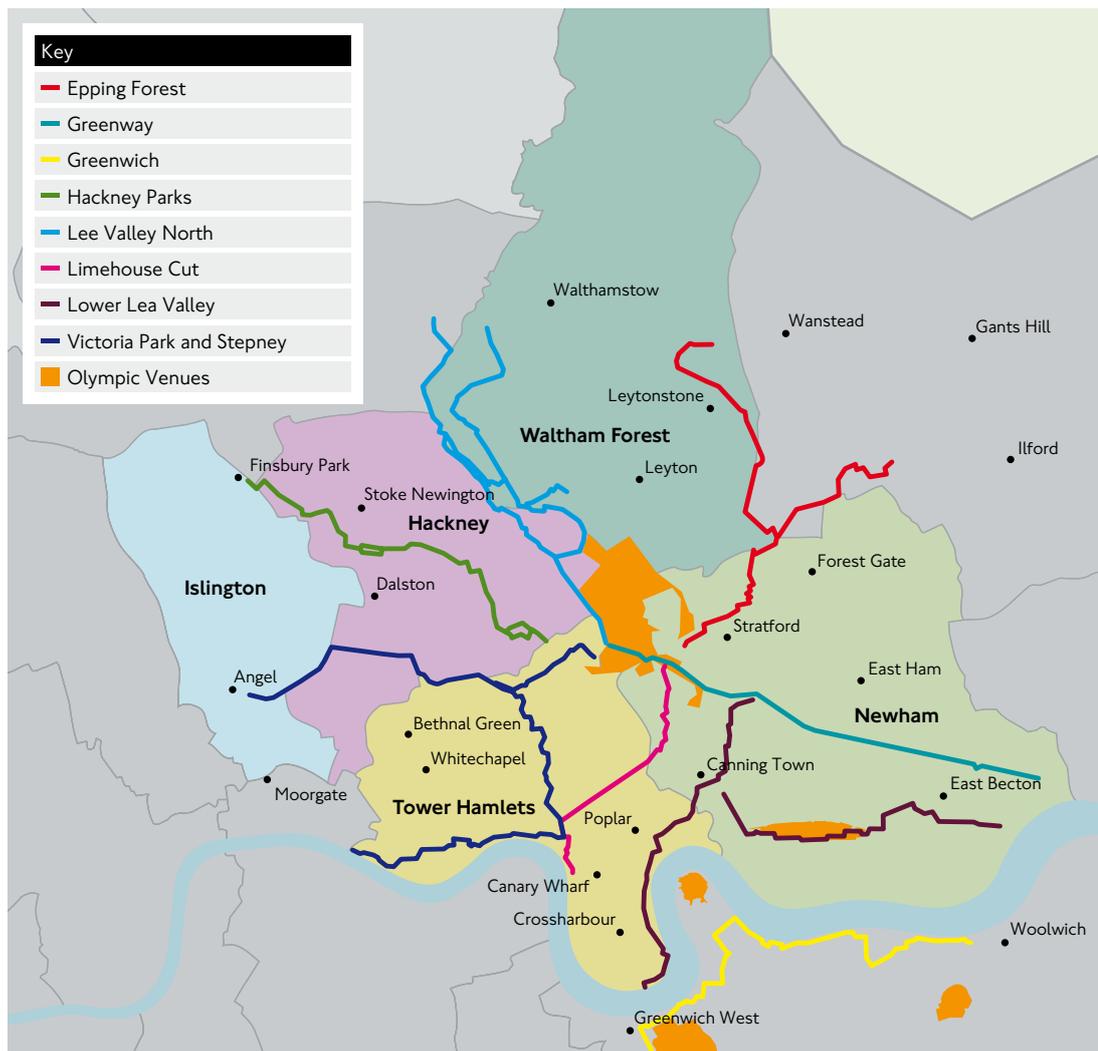


Figure 12. Planned network of Olympic walking and cycling routes

Encouraging Games spectators and workforce to use these sustainable and active transport options will help London 2012's goal to be the first 'sustainable' Games, setting the standard for future major events. The routes will also leave a valuable legacy and help to keep London moving by easing pressure on some public transport routes.

Creating a good walking and cycling experience for people during the Games will see more Londoners choosing this travel option afterwards, leading to long-term health benefits.



Did you know?

Around half a million cycle trips are made every day in London. The ambition is that by 2026 nearly one and a half million cycle trips will be made by bike in London every day

CREATING THE CYCLING REVOLUTION

Wayfinding and route marking

TfL is working to improve standards of wayfinding for cyclists in the Capital. New approaches to cycle navigation, based on a better understanding of cyclists' needs, will help to raise the profile of cycling and ensure cyclists are in no doubt they are on the right track.

To develop new standards, TfL is currently conducting research among London cyclists to better understand their wayfinding needs. TfL aims to develop a set of guiding principles for cyclist wayfinding from which a clear, consistent set of standards can be developed. Of particular interest is the best balance between pre-journey planning tools, such as online journey planners and maps, and the signage and markings cyclists use when they are on the road.

TfL's new Cycle Superhighways and the Olympic Greenways provide an opportunity to test and evaluate these new principles. Cycle Superhighways are trialling a system of continuous blue paint road markings providing a clear message to cyclists that they are heading in the right direction and to drivers to expect cyclists on these routes. The aim is that this will help produce a feeling of safety and confidence for cyclists. Where it doesn't already exist, directional signage will be provided at key decision points in the area immediately around the Cycle Superhighways and major exit and entry points onto the Superhighways will be clearly marked.

TfL already produces a range of cycle maps with routes covering all of London (tfl.gov.uk/cycleguides). There are 14 area maps showing:

- ~ Signed cycle routes
- ~ Quieter routes
- ~ Greenways through parks and along canals
- ~ Off-carriageway alternatives to busy roads
- ~ Stations with cycle parking
- ~ Useful information and contacts

These maps are available free at local bike shops and travel information centres or can be ordered over the phone or online. For less than £7 they can also be downloaded on to mobile phones or pocket PCs.

TfL also provides an online cycle journey planner to help people find the quickest route by bike (tfl.gov.uk/cycling). New initiatives will aim to make wayfinding on bikes as intuitive as reading the London Underground map.



65,000

65,000 people participated in the central London Sky Ride.



11,000

11,000 people participated in the Hounslow Sky Ride



CREATING THE CYCLING REVOLUTION

2.3 PROMOTING CYCLING

Major events

Mass participation cycling events are a lot of fun and a great day out. They are also vital in supporting the cycling revolution and raising awareness of cycling as a great way of getting around. By integrating these kinds of events into the Mayoral programme and engaging local communities, the aim is to encourage people back on their bikes and remind them of the joys of cycling as well as giving them the opportunity to try cycling for the first time in a traffic-free environment, where they feel safe. Such events can reach a large audience at once and act as a real catalyst for change in attitudes and behaviour among all road users.

With the lighter evenings and warmer weather, the summer is the perfect time to get people cycling. For the past two years, the Summer of Cycling initiative has been promoting cycling in London through large-scale events such as the Sky Ride and the Tour of Britain. TfL will build on this in 2010, with a number of cycling events in the Capital over the summer.

Events such as the Mayor's Sky Rides help to show that cycling is not a specialist pastime, but is available to everyone, regardless of age, ability or income. Last summer's Hounslow and central London Sky Rides were well attended, with 65,000 people participating in the central London Sky Ride alone and 11,000 in Hounslow. Such events will again feature on 2010's cycling calendar, helping to bring cycling home to those who would not otherwise consider it. Seventy-two per cent of central London Sky Ride participants surveyed said they will definitely be taking part this year, so there is sure to be another good turn-out.



CREATING THE CYCLING REVOLUTION

Thousands also witnessed the London stage of the Tour of Britain race in 2009, which will return in September 2010. Last summer's organised Cycle Fridays – free commuter rides led by marshals from the London Cycling Campaign – will also be back as part of activities to promote Cycle Superhighways, Sky Rides and other activities.

The London Cycle Challenge (formerly the Workplace Cycle Challenge) is a free competition to see which London-based organisations can get the most employees cycling in June. Businesses register their teams and then miles cycled are recorded with prizes awarded for the biggest teams, most miles cycled, most new cyclists and percentage of the workplace taking part.

London Cycle Challenge: in 2009 London businesses registered 948,689 miles during June's challenge: this is the equivalent to riding 38 times around the world!

In addition to these TfL-supported events, there are many other mass participation cycling events in London in 2010. These include the CARE International London to Brighton Cycle Challenge, the Team Green Britain Bike Week, the Leukaemia and Lymphoma Research's Bikeathon, the Breast Cancer Campaign's London to Paris Cycle Ride and various bike rides to raise money for the British Heart Foundation from London to Windsor, Southend, Hastings and Cambridge.

Awareness and communication

This year will see the return of the 'Catch up with the bicycle' marketing campaign, which focuses on encouraging people from all walks of life to give cycling a try – emphasising that cycling doesn't have to be done on busy roads or with expensive equipment. It promotes the availability of cycle training and helps to show that cycling is available to anyone, anytime, anywhere.

With the Year of Cycling well under way and the launch of flagship schemes such as London Cycle Hire and Superhighways this summer, TfL is planning high-profile media campaigns to ensure the best possible take-up of cycling from the outset.

CREATING THE CYCLING REVOLUTION

Cycle Superhighways promotion

Launch advertising along the new routes will communicate that the Cycle Superhighways are coming and that it is a good time to start cycling to work. Leaflets and face-to-face promotion to residents along the corridors, as well as promotion at key transport interchanges close to the routes will encourage potential cyclists on to the Cycle Superhighways. TfL is also developing a cycling portal on its website. Cycle Superhighways will be a key part of this portal.

London Cycle Hire promotion

A fully integrated marketing and communications strategy is being prepared to support the launch of the London Cycle Hire scheme. The strategy revolves around the three key messages: awareness; how to use the scheme; and cycle safety and training.

Audiences include:

- ~ Those aged 14 and above
- ~ Commuters – to and from their place of work within central London
- ~ Workers/students looking to travel throughout the day
- ~ Residents of central London
- ~ Leisure users
- ~ Tourists and visitors to London

Community Cycling Fund for London (CCFfL)

The Community Cycling Fund for London (CCFfL) is a grant scheme funded by TfL. Its purpose is to provide small grants to community groups and organisations, enabling people from London's diverse communities to experience the benefits of cycling.

CCFfL is seed funding which can be spent by these organisations on capital goods (bikes, tools, equipment) as well as training. Projects are encouraged to use in-house training to enable groups to establish cycling projects that will be sustainable in the future.

CREATING THE CYCLING REVOLUTION

CCFfL supports communities to provide access to cycling and encourages groups to get more people cycling more often. Cycling is a means of change towards a modern, low carbon and equitable city, and has obvious health benefits, and the CCFfL helps to encourage it at a grass-roots level. On top of this, CCFfL can play an important role in building stronger communities by helping to tackle some of the social problems found in urban areas. In particular, cycling provides a cheap and accessible means of transport for people on low incomes, helping them to access jobs, leisure and social opportunities.

The CCFfL works in partnership with London Cycling Campaign, Sustrans and the Greater London Authority to offer a broad spread of knowledge and experience in cycle promotion and cycling activities.

The **Orchard's Women's Cycling Initiative** is just one example of how the **CCFfL** has changed the lives of Londoners. The Women's Mental Health Service in west London set up the Orchard bike project using CCFfL funding in order to support and reintegrate patients back into society.

The purchase of six new bikes, as well as training a cycle instructor and mechanic, has allowed for weekly sessions to take place, with more than 20 women taking part. This scheme helps to highlight how broad-ranging the benefits of cycling can be, with the Orchard bike project providing a great source of enjoyment, excitement and empowerment to mental health patients.

3. WORKING TOGETHER

To succeed, the Mayor's cycling revolution will depend on close cooperation and collaboration between different public and private sector bodies.

3.1 INTEGRATION WITH PARTNERS

Police partners

As policing partners, the MPS and City of London Police have a vital role to play in some of the key cycling activities this year, particularly in relation to safety and security. They have made important contributions to the development of the Cycle Safety Action Plan and the draft Cycle Security Plan and will be heavily involved in implementing many of the recommendations emerging from them. Partnerships are also crucial to events such as Exchanging Places, where the Police and TfL work together to educate HGV drivers and cyclists about safety on London's roads.

Healthcare services

Many of the main objectives of the healthcare services are closely aligned with Mayoral priorities. Cycling can play a crucial role in meeting these objectives, encouraging more active lifestyles. The Department of Health estimates physical inactivity costs London's PCTs alone at least £105m a year and new cycling projects can directly tackle this.

By working in partnership with healthcare services TfL can help to achieve the aims of NHS London's 'Go London' campaign, to create a more healthy and active London by 2012. In turn, the NHS can help to promote cycling through schemes such as Cycling on Prescription, where GPs recommend cycling as a form of exercise and offer advice and information to people new to cycling.



£105,000,000

Annual cost of physical inactivity
to London's PCTs.

WORKING TOGETHER

TfL and the healthcare services already work closely to promote cycling, with programmes such as Active Steps, which was developed as part of the Smarter Travel Sutton initiative in partnership with Sutton and Merton Primary Care Trust, Sutton Council and TfL. Active Steps aims to improve people's health and wellbeing by helping them to change their travel habits and adopt more active forms of travel. The programme is a free 12-week support programme which includes a meeting with a specially trained NHS Active Travel Adviser who helps individuals to overcome barriers to cycling, create personal goals and give them step-counters, information on cycling routes and access to free cycle training. Participants also receive weekly postcards and text messages to keep them motivated.

Healthcare providers will also be important partners in developing the Biking Borough programme.

London boroughs

London boroughs will play a central role in boosting cycling locally whether by becoming Biking Boroughs, planning new cycling facilities, or promoting the wide range of cycling opportunities available in their local areas.

With the boroughs now free to set their spending plans and decide how to integrate cycling with their other transport priorities, their help in championing cycling is vital. The aim is to encourage London boroughs to make cycling mainstream and to integrate it with other spending plans, recognising it as an activity that can unlock many benefits for boroughs and their residents. TfL can provide support in a variety of ways, such as sharing data and best practice and helping with awareness campaigns and infrastructure.

Cycling is increasingly recognised as an important tool in helping local authorities achieve a variety of priorities, such as those determined by national indicators on improving air quality and reducing childhood obesity. It brings numerous benefits to boroughs and their residents – low-cost accessibility, strengthening local economies by boosting local journeys, and helping to address the climate change agenda. It can also contribute to alleviating local congestion and achieving a shift away from the private car.

WORKING TOGETHER

Schools

Schools are already closely involved through travel planning initiatives that promote cycling to school, providing cycle parking and other facilities, and training. TfL's aim is for all schools in London to have an active school travel plan.

As well as continuing to work with schools, TfL will look to work more closely with sixth form colleges and universities to encourage students to cycle and continue cycling into adulthood.

Businesses

TfL will work closely with businesses on travel planning initiatives and on schemes such as the Cycle Superhighways workplace programme. Large retailers will be encouraged to improve cycle facilities and services for their customers. One example is the pilot scheme run by Waitrose, which offers free loan of cycle trailers to customers to encourage them to transport their shopping home by bike.

Working with retailers – GlaxoSmithKline and WiZZBIKE

Since July 2007, GlaxoSmithKline (GSK) and WiZZBIKE, a locally based company in Brentford, have enjoyed a successful and prosperous partnership transforming the uptake of cycling at GSK House.

WiZZBIKE staff are available at an in-house cycle centre to provide cycling advice and a maintenance and repair service, as well as running a bike-buddy scheme and arranging for pool bikes. There are presently over 500 registered cyclists amongst their 3,400 staff at the site, and the number of registered cyclists rose by 70 per cent in the first year of the partnership.

WORKING TOGETHER



Cycle manufacturers and retailers

Cycle manufacturers and retailers can help support the growth in cycling. TfL will work to forge successful partnerships which promote safer cycling, reduce cycle theft, promote responsible cycling and create successful events. Both manufacturers and retailers can communicate safety messages to cyclists and direct new cyclists towards training when purchasing a bike. TfL has set up a forum of cycle retailers and manufacturers to identify initiatives.

The focus will be on promoting cycling and communicating important messages about safety and security. By combining forces with manufacturers and retailers, TfL can reach a large audience through different channels and use the power of joint marketing to get cycling messages across.

WORKING TOGETHER

3.2 INTEGRATION WITH OTHER MODES OF TRANSPORT

London has a world-class public transport system and the Mayor is dedicated to ensuring that transfers between different modes, such as from bike to rail, can be made easier, quicker and more convenient. To help achieve this, TfL has published the Interchange Best Practice Guidelines. These promote the use of interchange zones and accessible and visible cycle parking spaces.



WORKING TOGETHER



Rail

The TOCs and Network Rail will continue to be important allies in encouraging commuters to travel by bike, through improved cycle parking at stations, provision of information and potential for ticketing options. This collaboration is already being seen in the development of station travel plans for several Southern Trains-operated stations in London. As the need for cycling improvements is included in more rail franchise agreements, opportunities to work with TOCs to improve cycle/rail integration will increase. TfL is also a member of the Cycling Rail Task Force, along with Network Rail, the Association of Train Operating Companies (ATOC), Passenger Focus and Cycling England.

TfL will also be working closely with the DfT, which has helped fund the development of a number of cycle hubs at rail stations across England, including the main London rail termini of St Pancras, Victoria and Waterloo. The funding will also cover cycle hire, information, retail and repair facilities at these stations. The improvements are due to be completed by 2012.

WORKING TOGETHER



Docklands Light Railway (DLR)

Award-winning cycle parking has already been installed at TfL-managed stations in London, such as at Shadwell DLR station where it has led to a 50 per cent increase in cycle use at that station. These improvements have come through the DLR Cycle Strategy, which has four main objectives:

- ~ To improve cycle parking at stations to create a better quality, safer and more convenient cycling environment
- ~ To provide people with information, skills and positive examples that will encourage them to cycle
- ~ To work with partners to improve cycle links to DLR stations to make cycling feasible as part of longer journeys
- ~ To maximise the shared benefits to cyclists through coordination with other relevant organisations, programmes and initiatives

TfL will also work in partnership to create cycle hubs at key DLR stations, providing extra facilities, events and information about cycling. One hub has already been established at Gallion's Reach DLR station and others are being considered.

WORKING TOGETHER



London Buses

With London Buses, TfL will be working to ensure high-quality, convenient cycle parking is provided at major bus stations. TfL will also collaborate with bus operators to ensure that cycle awareness is included in the bus driver training course to reduce collisions between buses and cyclists.

Big Bus Little Bike is a TfL created training video for London's bus drivers which addresses the issue of buses sharing road space with cyclists and giving them room. All London's bus operators have been provided with the video, and it is shown to all new drivers and drivers doing their refresher training (which they have to complete once a year).

WORKING TOGETHER



London Underground

The TfL website provides information on which public transport services accept bicycles and the availability of parking at every London Underground, mainline, tram or DLR station in London.

TfL will continue to improve the integration of cycling with other modes of transport, ensuring cycle parking is provided at many more TfL-managed DLR and London Underground stations by 2012 and that better information on cycling is provided at all transport interchanges in London.

4. LOOKING FORWARD

Meeting the target

The revolution will not happen overnight – there is a lot to do over the coming years. To achieve the target of a 400 per cent increase in cycling by 2026, it is necessary to identify trips currently undertaken by other modes that could be made by bike. Three opportunities have been identified:

- ~ Short trips made principally by public transport in central London
- ~ Commuter trips made from Inner to central London
- ~ Local trips to schools, shops, work in Inner and Outer London, often made currently by car



LOOKING FORWARD

The programme set out here will focus on these trips and provide infrastructure, promotion and support to make London a cyclised city.

Boroughs will be vital allies as they produce their LIPs in autumn 2010, and establish their own local cycling plans. In the current economic climate, it will be increasingly important for TfL to work closely with boroughs, healthcare providers, private companies and others to build the case for cycling and introduce new initiatives.

Studies of cycling's potential based on the London Travel Demand Survey and market research enables TfL to focus attention on areas where real change is possible. Previous promotions have also yielded valuable information and TfL will use this knowledge to establish schemes that make a genuine difference to cycling in London.

The Cycle Hire and Superhighways schemes will boost cycling numbers significantly, leading to around 150,000 additional trips each day. However, there is more to be done, particularly in encouraging cycling investment in the boroughs and in partnership working and training.

TfL will take on board the lessons learnt from pilot programmes such as Smarter Travel Sutton, where cycling increased by 75 per cent over 3 years (see www.smartertravelsutton.org) and new schemes will be tracked to learn what works best. The Biking Boroughs programme will also provide knowledge that can be shared.

Future growth in London's population means an extra three million daily trips are likely to be made by all modes by 2026 and efforts will be made to ensure a significant number of these are by bike.

There are exciting plans afoot for 2010, which will make a real difference to cycling in London. With major programmes like Cycle Hire and Cycle Superhighways, the success of pan-London cycling initiatives and the support of partner organisations, the vision of London as a cyclised city can begin to take shape.

ANNEX A

2010 YEAR OF CYCLING: BRINGING IT HOME IN HOUNSLOW

Working with NHS

Encouraging cycling as part of a support programme to improve people's well-being and encourage them to adopt more active forms of travel. Working proactively with NHS to promote active travel to staff and those visiting health facilities.

Cycle safety

Hounslow's Road Safety Forum held events at local colleges with attractions including a mountain bike stunt display team, a children's motorcycle display team and collision reconstruction by the emergency services to demonstrate the potentially fatal consequences of dangerous driving and riding.

These events are coupled with traffic management improvements on-street to create a safe environment for cycling.

Working with police

Police Safer Neighbourhood Teams regularly hold events on Hounslow high streets to provide free advice on how to protect bikes from theft, cycling safety tips, and the opportunity to register bikes with Immobilise, which is a database the police use to track owners of stolen bikes.

Local bike shops

Moore's, WiZZBiKE and Evans provide local retail and repair services in Hounslow. They are very supportive of the Biking Borough programme and also act as channels to communicate safety and security measures around cycling to the local community.

Local Sky Ride events

Around 11,000 people attended the Hounslow Sky Ride in 2009 to cycle a 10km traffic-free route around the borough and enjoy associated cycling activity and promotion.

Greenways

There have been several Greenways projects in Hounslow to provide high quality, off-road cycle routes including ones through Cranford and Avenue Park and Hounslow Heath. These are linked with a West London wide Greenways Network.

Workplace travel plans

Securing effective DC travel plans through the planning process and supporting companies who wish to voluntarily develop a travel strategy. GSK and Sky are two examples of very successful workplace travel plans with GSK having over 15 per cent of its workforce registered as cyclists.

Working with developers

In 2007 Hounslow secured its first Bicycle Club as part of a new development. The club was included as part of a housing scheme on the West Middlesex Hospital site and saw the investment of just over £50,000 from English Partnerships to provide a secure bike space for each of the 280 units and a bike for every resident on the site.

School Travel Plans

All of Hounslow's schools have a Travel Plan and the Sustrans Bike It programme is established in many schools and includes cycle training, curriculum packs and cycle challenges. Hounslow also ran campaigns including 'Cyclicious' and 'Bling my Bike' to encourage young people to cycle.

Work with train companies

For example to provide commuters with the opportunity to hire folding bikes at the station.

Cycle parking

High quality, well located cycle parking in town centres funded through neighbourhood LIPs category. Working in partnership with residents associations and TOCs to improve secure cycle parking facilities.

Community cycle fund

In 2008, a £5,000 grant helped Hounslow's WiZZBiKE Foundation to buy bikes, adaptive equipment and helmets. The Foundation is a charity that promotes cycling as a form of transport for adults and children with disabilities.



ANNEX B

CYCLE SAFETY ACTION PLAN:

Executive Summary

Cycling levels in London have increased sharply in recent years while the rate of casualties has declined. This Action Plan will build on this positive trend to ensure that London's cycle revolution is backed by real action to make cycling in the capital safer.

A draft Cycle Safety Action Plan was published last October and received over 400 responses from the public and stakeholders. These comments were valuable in helping to strengthen the final Action Plan. In addition, a Cycle Safety Working Group was established, which played a crucial role in steering the Plan to finalisation and will help oversee its implementation.

Additional analysis was undertaken by the Cycle Safety Working Group. This identified the key types of collision that are most likely to result in cyclists being killed or seriously injured. The Plan has also been strengthened by information as to whom, and where and when these collisions take place.

The evidence review highlighted in particular, the need to take action to reduce the number of cyclists killed and injured in collisions with goods vehicles. It also drew attention to the serious problem of collisions between cyclists and other vehicles in what are termed 'close proximity' collisions. These are characterised by cyclists and other road users failing to give each other adequate road space. Altogether, eight key types of collision were identified and these have shaped the actions prioritised in this Plan.

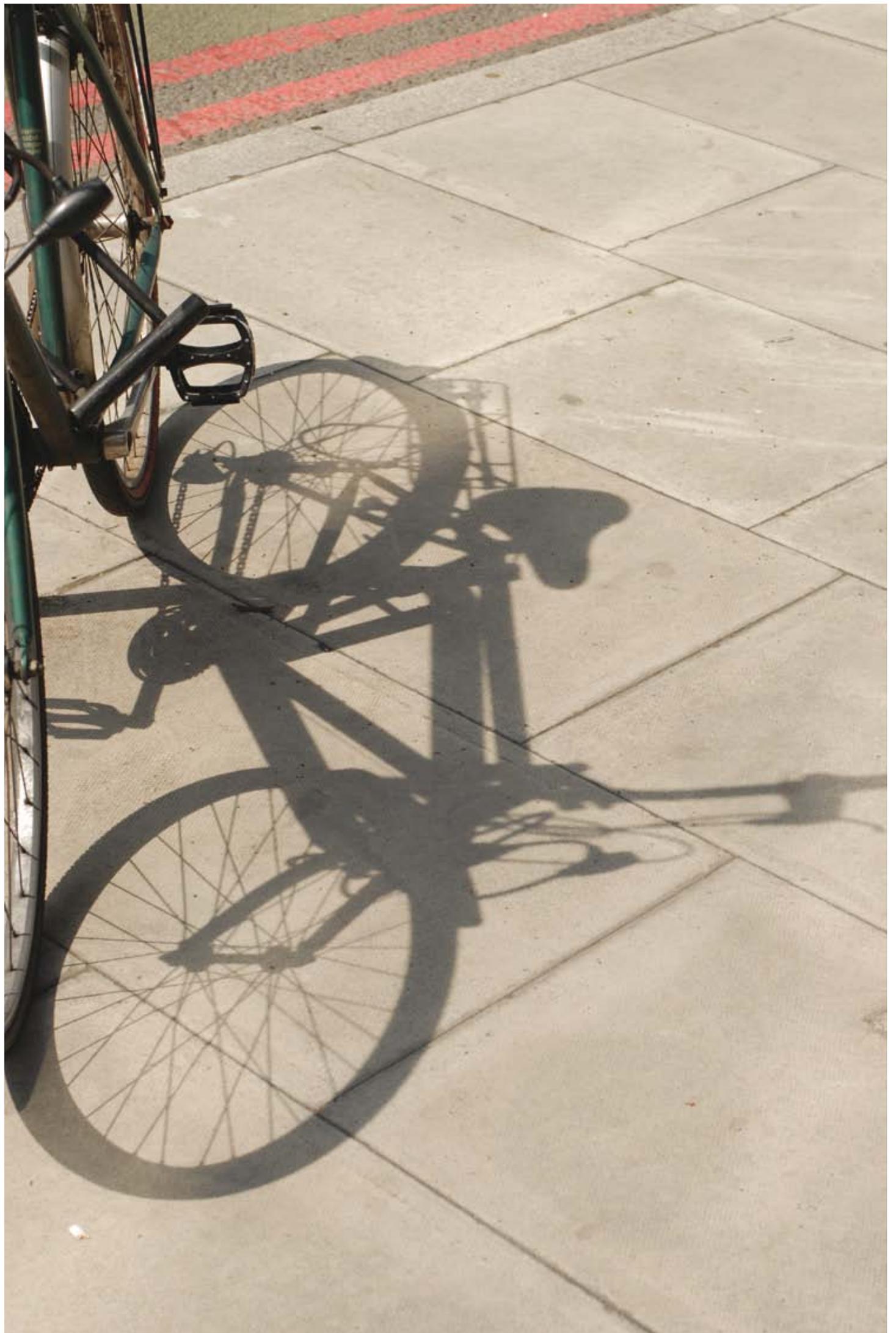
The Plan will be taken forward by Transport for London (TfL) and its partners to reduce cycling casualties on London's roads. There are nine different areas for action summarised below, which cut across the eight collision types.

1) To deliver safer infrastructure for cyclists in future:

- ~ TfL is committed to working to ensure that all new road infrastructure contributes to improved cyclist safety.
- ~ Twelve Cycle Superhighways are planned which aim to deliver improved infrastructure for cycling and which will include trialling new safety features, such as Trixi mirrors.

2) Training and information will play a central role and will include:

- ~ Continuing to help London boroughs fund cycle training and to work with them to continually improve the effectiveness and quality of training
- ~ Boosting training provision through additional funding in advance of the launch of the Cycle Hire Scheme and Cycle Superhighways
- ~ Delivering a series of 'led rides' across London to build confidence for novice cyclists
- ~ Training events, such as Exchanging Places, where cyclists can learn more about safer cycling with goods vehicles.



ANNEX B – CYCLE SAFETY ACTION PLAN: EXECUTIVE SUMMARY

3) Communication of cycling safety messages to all road users is a crucial strand of future activity and includes:

- ~ A high profile cycle safety marketing campaign in cinemas and on prime-time TV to raise awareness of the need for motorists to look out for cyclists is being launched to accompany the Plan
- ~ A future major awareness-raising campaign targeted at improving safety for cyclists and goods vehicles
- ~ Research into the potential for a 'cycling safety code of conduct' to deliver key safety messages simply and effectively

4) Enforcement against irresponsible road user behaviour will include:

- ~ The Metropolitan Police Service, with Traffic Operational Command Unit (OCU) taking the lead, undertaking targeted enforcement against careless and dangerous road user behaviour
- ~ Working with the London Criminal Justice Board to review 'Killed and Seriously Injured' (KSI) collisions with a view to strengthening criminal justice arrangements for dealing with such cases
- ~ Discussing with the Metropolitan Police Service (MPS) and cyclist organisations the most effective way of ensuring cyclists observe junction controls

5) Improved regulation can contribute to improving safety.**Action will include:**

- ~ Exploring different approaches to governance, roles, responsibilities and principles affecting the management of cycling related risk, that are employed across Europe
- ~ Desk top research to inform a decision on whether to pilot allowing cyclists to turn left at red traffic lights (which would require primary legislation)

6) Improved vehicle technology can also play a role and TfL will:

- ~ Work with the freight industry as a matter of urgency to identify the most appropriate and cost effective safety devices for goods vehicles
- ~ Distribute Fresnel mirrors to fleet operators through TfL's Freight Operator Recognition Scheme as a means of improving visibility of cyclists for goods vehicle drivers

7) Action to address commercial driving and working practices includes:

- ~ Working with the freight industry to avoid deliveries at peak times, especially on roads with high cycle flows (eg Cycle Superhighways)
 - ~ Increasing the uptake of cyclist awareness training by fleet drivers
 - ~ Using procurement processes to help achieve the highest standards of safety for freight vehicles and driver training
-

ANNEX B – CYCLE SAFETY ACTION PLAN: EXECUTIVE SUMMARY

8) Action to improve research and monitoring will include:

- ~ Researching the attitudes and behaviours of cyclists and HGV drivers when it comes to road safety
- ~ Continuing to survey and address the perceived risks associated with cycling

9) Further improvements to cycling safety in London will be delivered through continued partnership working. Action includes:

- ~ Working with the groups involved in the Cycle Safety Working Group, many of which can directly engage their members to inform them on cycle safety
- ~ Developing new alliances with cycle manufacturers and retailers to capture opportunities for these groups to disseminate safety messages to cyclists and to direct new cyclists towards training at the very outset of purchasing a bike

By directly targeting actions at the causes of collisions, this Plan should address the majority of situations in which collisions occur. TfL believes that it will make a positive and lasting contribution to reducing the number of cyclists killed and injured on London's roads in future. It is committed to driving forward the actions identified in the Plan, and working with partner organisations and key stakeholder groups across London to ensure it delivers effectively in all areas.



London Streets

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