

# London Borough of Ealing

## Draft Cycle Strategy 2017 – 2021

For Transport Scrutiny Panel

DRAFT

EALING COUNCIL

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## 1. Executive Summary

To be added for consultation.

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## 2. Introduction

The purpose of this strategy is to set a policy framework to allow the Council to start the process of becoming a true cycling Borough as part of a commitment to active travel. This not only includes a vision of what the Borough could look like if the strategy were fully realised, but also assesses the barriers to cycling (both psychological and physical), the implications of the strategy on all modes and a realistic delivery plan.

This strategy covers the period until 2021 and looks at the current situation, future direction, policy and strategic framework, plus Ealing cycling data. The strategy then sets policies for infrastructure and other measures, lays out its implementation programme together with a performance monitoring plan. Finally there is a list of useful contacts in Appendix A.

## 3. Background

Over the past 10 to 15 years, there has been a significant increase in the number of cycle trips and cycling modal share in London, there has been a 130% increase in cycling trips since 2000<sup>1</sup>. However, this does not seem to have translated into cycle trips and modal shift in Ealing to the same extent as most of the increase has been in central/inner London. The Council wants this to change, it wants to become an exemplar Borough for cycling where cycling is seen as the automatic choice for travel, particularly for short distances, with the added health, air quality and financial benefits that cycling can bring.

### 3.1. The Case for Cycling

#### Benefits of Cycling

There are many motivations for cycling, although the main one appears to be health, there are also significant cost and environmental benefits for cycling over the car, particularly for short journeys.

#### The Health benefits of Cycling

Cycling is an aerobic activity which is beneficial to the heart and lungs. The heart and lungs work together to bring oxygen and nutrients to the muscles and a strong heart and powerful lungs are the building blocks of general fitness.

Cycling increases energy levels and helps the body to burn fat. Your body will burn calories even when sedentary not just when you're exercising. Contrary to popular belief, cycling does not necessarily lead to bulging leg muscles; what most people find is that their legs become trimmer and more toned.

Exercising also releases endorphins into the bloodstream, substances produced in the brain which create a feeling of contentment and happiness. Aerobic exercise therefore can help to reduce stress. Therefore, regardless of if you are riding purely for pleasure or for a specific purpose, you will arrive at your destination feeling more relaxed, energized and happier about the world and yourself.

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<sup>1</sup> Travel in London Report 9 published by TfL in 2016

Plus, being out on your bike can be just flat-out fun.

### **Other benefits of Cycling**

Being out on your bike is good for the people around you as well. You are able to go the places you want to go and yet put one less car on the road. You don't bring with you the noise that a car generates and are actually able to interact with people as you move.

There is an undeniable convenience factor you'll discover when riding a bike. Parking spaces are free and pretty much guaranteed no matter where you go. Traffic jams are also irrelevant as you'll find for many short trips or through heavy traffic, you can travel safely in traffic just as fast or faster on your bike.

Cycling does not harm the environment. There is no pollution produced, no fossil fuels consumed, and the energy and materials used to manufacture one automobile could be used to create around a hundred bikes. If more residents take up cycling, there will be less need for car parking spaces, freeing up valuable road space which would make our streets better, nicer and safer places to be.

Cycling is also much cheaper to do. Most people underestimate the cost of running the car, forgetting about costs like insurance, road tax, replacement parts and depreciation. According to the RAC<sup>2</sup>, the average cost of running a car is 56 pence per mile, although the actual amount will depend on the vehicle size and cost and the distance travelled per annum. A ten mile round cycle trip to/from work costs over £1,300 per annum (assuming free car parking), whereas the equivalent journey by cycle costs under £100.

There is also evidence that shows that cycling is good for the local retail economy. The Council's own studies in Southall in 2012 showed that cyclists spent more in local shops per annum than those that arrived by car. This is because cyclists returned more frequently, so the cumulative spend over a week was higher.

Cycling improves the accessibility of services (particularly town centres) and public transport by extending the range of active travel trips. A moderate cycling speed is generally three times the speed of a brisk walk, so that the distance covered in a 10 minute cycle is equal to that of a 30 minute walk.

### **Cycling Myths**

There are many reasons people provide for not cycling. Some of them are, obviously, valid, but there are many inaccurate myths relating to cycling, a few of which are addressed below:

#### ***"It's unsafe to cycle and we shouldn't promote it"***

The benefits of cycling outweigh the risks as cycling is not an intrinsically dangerous mode of transport. Danger comes mostly in the form of motor vehicles, particularly those travelling at higher speeds, and those of larger mass. That is why it is essential that good road design should, where possible, separate cycling from motor traffic. Where encounters do have to occur, they should be as limited as possible, and at slow speeds.

#### ***"If we put in cycling infrastructure or pedestrianise a road, shops will get less business"***

Cycling infrastructure and traffic-free areas do not restrict access to shops – they can actually make streets with shops on them nicer places to visit, increasing footfall and overall

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<sup>2</sup> RAC report on Motoring 2012

demand. Many studies have found that installing cycle infrastructure does not have a negative effect on the income of businesses, and in most cases has a positive effect.

It's a popular myth that people who arrive by car spend more. People who get to the shops by cycling may spend less per visit, but they will visit more often, and they will spend more money overall. The goal is not to prevent all driving, but to give people safe, sensible choices, and in any case, cycling infrastructure won't stop people driving to shops, or parking near them and walking a short distance.

### ***“Cycling for transport is for young, fit people – I'm too old for that”***

In countries where there is widespread provision for cycling separate from other modes of transport, people of all age groups and abilities cycle, and do so at a pace they're happy with. For example, nearly a quarter of all trips made by Dutch over-65s are cycled. In addition, the increasing use of electrically-assisted “e-bikes” means that physical strength is even less of a barrier.

Almost any journey is a possibility by cycle – be it a standard bicycle or something specifically for those with mobility needs, such as a hand-powered trike – and may often make trips easier than walking for those who have difficulty doing so.

So in fact the truth is the opposite of the myth – cycling actually gives less-able people more transport options and independence

## **3.2. Cycling Commission**

In 2016 Ealing's Cycling Commission (the Commission) brought together thought leaders and researchers over 12 months to advise the council on making a bold new commitment to cycling in the borough. The group heard presentations and reviewed data to shape a debate, which formed the basis of recommendations. These recommendations underpin the Council's Cycling Strategy.

The Commission set out what constitutes best practice in relation to cycling strategy and delivery to drive and guide the implementation in Ealing. The Commission began its work by hearing evidence from Copenhagen, Brighton and Waltham Forest. The presenters broadly shared what worked, what did not, how it happened for each location and what Ealing can draw from the experience to realise an improvement in the attitude toward and uptake of cycling.

The commission also invited critical research from the University of Westminster into modal shift; the TfL/GLA Public Health Specialist, who developed the Healthy Streets approach; and Urban Movement consultancy, who advise on excellence in the urban realm.

The Commission clarified the council's core objectives in relation to cycling:

1. Mode shift will focus on **moving people from motor vehicles to cycles**
2. **Short journeys are a clear strategic outcome**; officers will identify a dataset to use as a baseline and monitor against it.
3. **Health will be at the centre of our transport planning activities** and the council will incorporate wellness messages in cycling communications and campaigns
4. The council will design and build **infrastructure that is acceptable to users ages 8-80 of all abilities**.
5. The council will continue to **target services, events and campaigns to encourage underrepresented communities, in particular women and ethnic minorities**. The council will use data to define this audience and monitor the impact of targeting.

The Commission made clear recommendations to support/promote current cycling initiatives, by investigating the current behaviour change programme (training and enabling) and confirming that Ealing currently provides a high quality offering. However, the Commission recommended small modifications to improve adult targeting and more robust monitoring to sharpen the focus on outcomes.

Commissioners spent time developing ideas around Ealing's future cycling network. A workshop led by TfL, focussed on the Ealing Broadway area, illuminated the challenge of logistics and funding. Despite acknowledgement of this challenge, the Commission was unequivocally supportive of creating a borough wide cycling network, with the Uxbridge Road as one major cycling corridor. The Commission endorsed high quality cycling interventions. In particular, there was a preference for prioritising segregated cycle lanes on the busiest corridors and use of light segregation, where full segregation is not practical or possible.

Overall the Commission helped establish clear, new direction and developed politically-supported strategic priorities in relation to cycling, which are found in this strategy.

### 3.3. Cycle strategy community workshop

In November 2017, officers invited residents to help shape the cycling strategy. Forty residents participated in four table top discussions providing ideas on: the network; parking; training and campaigns; and communications. The information gathered was instrumental and included actions for the council to take immediately as well as long term aspirational ideas. Several clear themes emerged.

Cycling in Ealing:

- must be safe - achieved by improving infrastructure, continued investment in training and communicating to all road users
- must be normal – everyone can cycle
- is healthy – it is part of everyday life in our community
- is accessible to all – especially children

### 3.4. Barriers to Cycling

Some of the key barriers to cycling in Outer London have been identified in TfL's 'Delivering the Benefits of Cycling in Outer London' report. These barriers fall into three main categories:

1. Physical – e.g. high traffic speeds, severance and lack of cycle parking / facilities at key locations
2. Attitudinal – e.g. fear of traffic, feelings of vulnerability, and
3. Barriers to delivery – e.g. reluctance to remove car parking

#### Physical barriers

Severance is a key barrier to cycling within the Borough. The mainline rail network, waterways, and key arterial roads are physical barriers to permeability. There are limited crossings of these barriers, which therefore require special attention to make them cycle-friendly. In general, north-south permeability in the borough is worse than east-west. A major problem is lack of two-way access to Ealing Broadway station.

However in Ealing, there is generally good coverage of cycle routes across the Borough as a whole with direct north-south and east-west routes, with a more concentrated network around Ealing Broadway. There is one national cycle route covering the western and northern edges of the Borough along the Grand Union Canal. The Borough should benefit from the Cycle Superhighway programme, with a route planned along the A40. Having said this, the quality of the cycle routes can be variable.

## **Cycle Parking**

Whilst cycle parking is provided at the majority of rail/underground stations (two-thirds), it is generally not very secure, and suffers from high levels of theft (data to be added). Southall and Acton Main Line are the most important stations with no cycle parking. In some cases secure space could be provided within stations by reducing the number of shops; in others, space is available on platforms, but can only be reached via steps.

Research into the provision of cycle parking in recent developments has been conducted by the WestTrans partnership across west London. These checks found that in many cases cycle parking was of poor quality (inconvenient or inaccessible) and had even been missing in a few circumstances. Therefore, better enforcement of planning regulations is required.

## **Motivational**

Many of the busier roads can be perceived to be unpleasant to cycle along, and it will be necessary to take steps to improve the cycling environment by a combination of traffic speed reductions and facilitating safe overtaking of cyclists (e.g. by avoiding lane widths too narrow for safe overtaking but wide enough for unsafe overtaking).

People who do not cycle lack many of the positive motivations that cyclists have. These include considering health, journey cost, environmental reasons and simply cycling being a normal way to travel.

We know from travel to school data that around only 2% of children currently cycle to school, over 20% would like to cycle and the most common reason given was that parents were reluctant to let their children do so because of road safety concerns.

Research from the University of Westminster has found that in places that have high levels of cycling, there are cyclists from across all sections of the population, including women, older people and minorities. In contrast, cyclists in London are usually white, middle class and young adult to middle aged males.

Therefore many people perceive that the risks of cycling currently outweigh the benefits.

## **Barriers to Delivery**

### **Physical Limitations**

Quite often the space between buildings simply is not wide enough to accommodate all the requirements for all modes. There are a number of standards which apply:

- Footways should be a minimum of 2m per footway to accommodate wheelchairs (Disabled Discrimination Act requirement). In town centres with shopping parades, this figure should increase to up to 5m per footway depending on footfall as per TfL's Pedestrian Comfort Standards.
- Road carriageways need to accommodate two vehicles passing each other, on busier roads this would need to accommodate buses and HGVs. The recommended minimum is 3.5m per carriageway in such cases.
- TfL's LCDS recommends a minimum of 1.5m width for a cycle lane, plus 0.5m for segregation.

If you add all of the above up, the total width requirement is 14m or 15m with the segregation, and this is before bus lanes, parking, loading and bus stops is taken into account. This could push the requirement over 30m.

The Council does not have the option of moving the building lines back, therefore compromises would need to be made.

### **Financial Limitations**

The cost of a fully segregated cycle lane start at around £500k per kilometre but average at around £1M per kilometre, according to TfL. This is because adding cycle lanes impacts on more than just the road space; in addition to the cost of the civil works themselves, it usually alters kerblines and drainage, the location of utilities and/or utility covers and the camber of the road for example. The Policy section chapter 7. shows some approximate costs for different forms of cycle impact.

The Council's total budget for all transport works is around £2.7M per annum, but this has to cover more than just cycling works and a number of overheads. It would take a number of years to complete a cycle scheme along the length of Uxbridge Road, for example, without additional funding. The Council makes bids to external organisations such as TfL for funding bids, and there is also income from developments, although there are limitations on what these funds can be used on and where.

### **Timescales**

Once funding is secured, it takes a lot longer than many realise to design and implement a scheme. The reason for this is that there are many external agencies involved, from obtaining traffic and topographical surveys, information of accident reports from the Police, ascertaining the impact on utilities and the cost of any remedial works, TfL need to approve any traffic modelling and traffic signal work as well as design approval for any works on major roads, and then consultation with residents and businesses who may be affected by the proposals. All of these elements take time, meaning a large scheme can usually take 12 to 18 months to get through the design process and receive final approval to build. The implementation of large scale schemes can also take a similar period, particularly if large scale utility works are required, and there is often a significant time lag in getting utilities on site.

### 3.5 Cycling Strategy 2010-2016 Update

Since the publication of the previous Cycle Strategy, the Council have completed the following Cycling projects:

- Ealing Broadway Cycle Hub
- Ealing Broadway Interchange (first phase), completed 2014
- Corridor 1a Acton Town Centre improvements, which included London's first Danish-style cycle friendly roundabout
- Corridor 4 Little Ealing Lane, segregated cycle lane,
- Castlebar Road, segregated cycle lane
- Cycle Safety Shield Roll Out – Following a successful trial of an innovative new collision avoidance system fitted to vehicles to warn lorry drivers of a collision. The project won the 2015 award for most “Innovative Transport City” at the Transport Innovation and Deployment for Europe (TIDE) Awards.
- Canal Towpath walking and cycling enhancements in partnership with the Canal and River Trust.
- Extend the Direct Support for Cycling (DSC) programme, and trained 7,452 children plus 2,649 adults to cycle safely on the roads from April 2011 to March 2017. In this period there were 464 Dr Bike sessions held.
- Ealing Broadway Mini-Holland segregated cycle lanes
- Acton Area-Wide 20mph Limit
- Ruislip Road East Quietway segregated cycletrack

## 4. The Way forward Vision for Cycling in the Borough

**The vision is to make the Borough an exemplar for cycling, where cycling is the primary choice for short distance travel.**

### 4.2. Cycling Objectives

The Council's cycling objectives give a precise description of how the vision will be implemented. The Council believes that:

- **Cycling should be safe, straightforward, and the natural choice for short journeys**
  - Cycling will be at the forefront of road improvements schemes and never seen as an afterthought
  - Wherever possible segregated cycle lanes should be implemented on main roads in Ealing
  - Rollout of 'filtered permeability' or 'mode filters' (road closures to through vehicular traffic)
  - The Council will implement a 20 mph speed limit across the Borough
  - Drivers should be required and motivated to behave respectfully towards cyclists
  - The Council will provide free cycle confidence training
- **Cycling should be secure**
  - Secure cycle parking will be provided, covered by CCTV wherever possible
- **Cycling should be simple and convenient for all**
  - The Council has introduced dockless cycle hire in Acton and will seek to expand this across the Borough
  - Secure cycle parking will be provided at destinations right across the borough
  - The Council will enable secure home cycle parking solutions where required

## 5.1. Policy Context

As a London Borough, the most of the policy direction for the Council's strategy for cycling come from TfL, and only a small amount from a national level. At the time of writing, however, TfL is in the process of updating its suite of strategies and policies following the election of Sadiq Khan as the new Mayor of London last year. The Mayor's Transport Strategy – Draft for Consultation (Draft MTS) was published in June 2017, which means that whilst it gives a strong indication of the direction of travel for TfL's policies under the new Mayor, they could be subject to change.

### 5.1.1. Transport for London and draft Mayor's Transport Strategy

The draft MTS recognises the damaging impacts of private cars in terms of health, the environment and traffic congestion with its impact on the economy. With the population of London expected to increase by almost 2 million people over the next 25 years, the draft MTS sets out "changing the transport mix" as its central vision. As a result, the Draft MTS promotes cycling as part of a suite of "active and sustainable modes" (along with walking and public transport).

However, unlike in previous iterations of the MTS, the draft MTS does not have a specific section on cycling. Instead cycling is described as one mode within "active travel" which also includes walking and public transport. The draft MTS proposes using a "healthy streets approach" to deliver better active travel, where streets are re-designed with walking, cycling and public transport at the forefront instead of an afterthought. The theme of active travel and improving London's streets is repeated throughout the document.

The draft MTS proposes to create liveable neighbourhoods to improve the public experience of walking and cycling, providing more cycle parking and ensuring that ANY scheme being undertaken on London's streets for any reason improves conditions for walking and cycling. By 2041, the aim is for 70% of Londoners to be within 400m of a high quality safe cycle route.

### 5.1.2. Other TfL Guidance

The **London Cycling Design Standards** from TfL (LCDS) was updated in 2014 and revised in 2016 with the latest Traffic Sign Regulations and General Directions guidance (TSRGD 2016). The LCDS sets out requirements and guidance for the design of cycle-friendly streets, spaces and cycle parking. It should be used to shape the environment through planning and street design as well as engineers designing cycle-specific infrastructure. This guidance applies to all streets in London and must be adhered to for TfL funded programmes.

LCDS forms one part of TfL's Streetscape Toolkit, and should be read in conjunction with the other toolkit documents for good scheme design, material selection, installation and maintenance.

<https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit>

The **Roads Task Force report**, 'The vision and direction for London's streets and roads' (RTF) published by the Mayor in 2013 prescribes nine different street types each defined by their role in terms of 'Movement' (in terms of people (and goods), not just vehicles) and 'Place' (the density of street activities). The appropriate type of cycling measures to be used in a location will depend on the street type(s) and in particular the speed and volume of motor traffic. The nine street types are shown below.



### 5.1.3. Other GLA Guidance

The Greater London Authority (GLA) publishes the London Plan, which provides cycle parking standards for new developments. The London Plan states that all developments should activity facilitate cycling and in particular incorporate high quality cycle parking to meet guidance and exceed these standards where possible. Cycling provision should be designed in from the start in order to be fit for purpose. Major developments should contribute to the provision of cycle infrastructure to serve them whilst the largest developments will have to provide high quality cycle access through their sites. Like the MTS, it is in the process of being updated at the time of writing.

Other current relevant guidance from the Mayor of London also includes:

- Transport action plan: improving the health of Londoners (2014)
- Accessible London: achieving an inclusive environment SPG (2014)
- Cycle Safety Action Plan (2014)
- Cycle Security Plan (2010)
- Clearing London's Air (2010), the Mayor's strategy for improving air quality

#### 5.1.4. WestTrans

WestTrans is the sub-regional transport partnership body for six of the west London Boroughs, including the London Borough of Ealing. The purpose of WestTrans is to identify, develop and implement transport projects to the benefit of the sub-region.

The draft 'Cycling Vision for West London' sets out a strategic way forward across the west London Sub-Region. It includes key routes such as the Uxbridge Road corridor, target groups of people that cycling needs to target and suggested measures. The Borough of Ealing is identified as the centre of west London geographically and also having the highest number of potentially cycleable trips (under 8km), the largest population and the most people that could commute to central London by cycle. The Cycling Vision sets combined targets across west London for 6.8% to 8% of all trips by cycle in 2026.

The **West London Cycle Parking Guidance** was published in 2017, and is intended to be used as supplementary planning guidance (SPG) for the planning and development process to deliver appropriate cycle parking for developments. The document condenses areas of both the London Plan and the London Cycling Design Standards to reiterate the importance of providing high quality cycle parking for both commercial and residential purposes, in new and retrofitted developments.

WestTrans also monitors and reports on travel plan operations associated with new larger developments and the University of West London on behalf of the Council.

#### 5.2 The Equality Act

The Equality Act (2010) requires authorities to make reasonable adjustments to remove barriers for disabled people. This applies to designing an inclusive street environment and to public transport services and covers disabled cyclists as well as pedestrians and wheelchair users.

Cycles can be used by some disabled people including those with learning disabilities and as a low impact activity by people with joint conditions such as arthritis. There are specialist cycles available such as tricycles which can be used even by people who find walking difficult.

Cycles are often used as mobility aids or are used in combination with other mobility aids. Some disabled cyclists use non-standard cycles; some do not, but are not able to walk or carry their cycle, balance without support when static or dismount in a small space. Inclusive cycling design needs to be built into all schemes catering for all, from novices to long-distance cyclists.

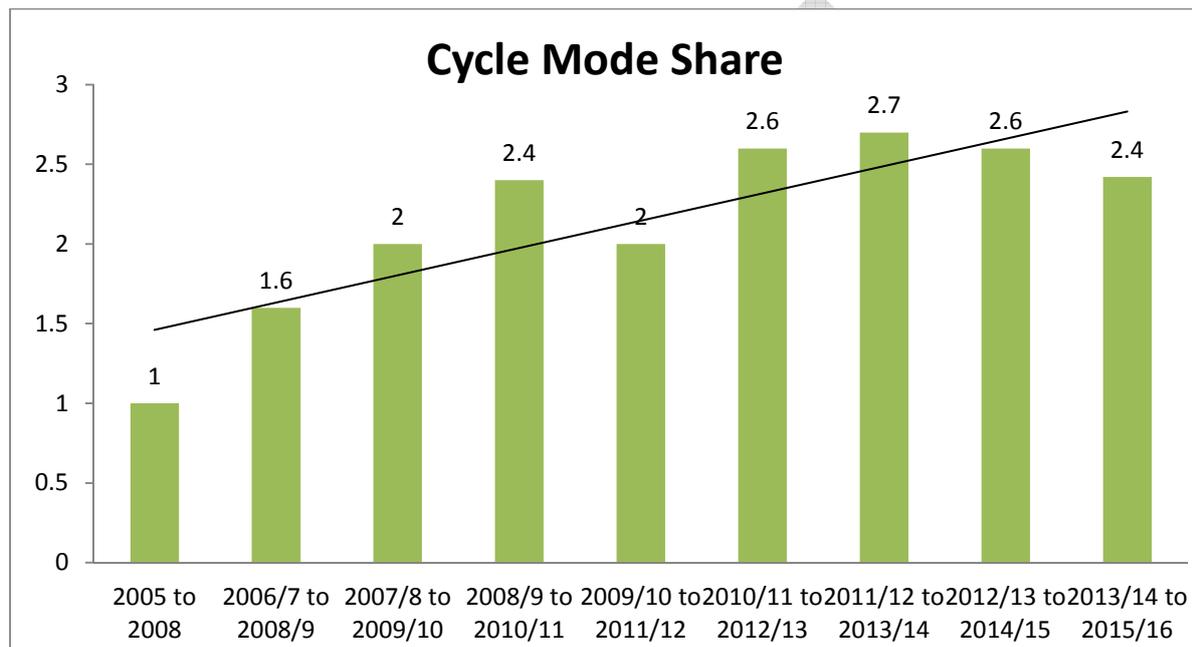
Public bodies also have a legal obligation under the Equality Act (2010) to have due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it. In terms of this guidance, this means pursuing inclusive design for all streets and spaces, ensuring that everyone using these environments should be able to participate independently in everyday activities with confidence.

Where proposed interventions raise concerns about the impact on equality of opportunity, early engagement with relevant user groups and preparation of an Equality Impact Assessment (EqIA) are recommended.

## 6. Cycling Data and Analysis

Comprehensive annual journey surveys show that cycling in Ealing is growing. Figures show a 1.4% increase in cycle-mode share from 1% (2005 to 2008) to 2.4% (2013/14 to 2015/16). This represents 8,119 trips per day<sup>1</sup> and this is illustrated in graph 6.1. The increased popularity of cycling post 2012 has been put down to an 'Olympic effect'. However, this enthusiasm has not been sustained.

Graph 6.1



Source: London Travel Demand Survey TfL

### Cycle Counters

Ealing Council has been operating cycle counters since 2010. The Council currently have cycle counters at 11 locations on road and off-road around the borough. The cycle counter data confirms the trend that cycling had increased up to 2013/14, but with a slight decline since. However, 2016 cycling figures still represent a significant increase than those of a decade ago.

### Parked Cycle Counts

Ealing Council also counts parked cycles at specific locations in the borough regularly. The trend emerging from this data shows a 47% increase in the number of parked bikes from 2012 to 2016. The data shows that the supply of cycle parking is now nearing full capacity and that there is a need for a significant increase in capacity to accommodate the rising demand. These figures are taken as part of a study whereby parked cycles are counted at set locations every year during the same month, providing a snapshot of cycling activities in Ealing.

The Strategic Cycling Analysis by TfL of current demand shows that Uxbridge Road has one of the highest cycle flows in London (see below). The section in east Acton being in the top 5% with the Acton to Ealing Broadway section in the top 10% and Ealing Broadway to Hanwell within the top 15%. A few roads in Acton and Ealing are also within the top 15% of current cycle flows.

## STRATEGIC CYCLE ANALYSIS

### Legend

#### Current cycle demand

- Top 5%
- Top 10%
- Top 15%
- Top 20%

#### Current pedestrian demand

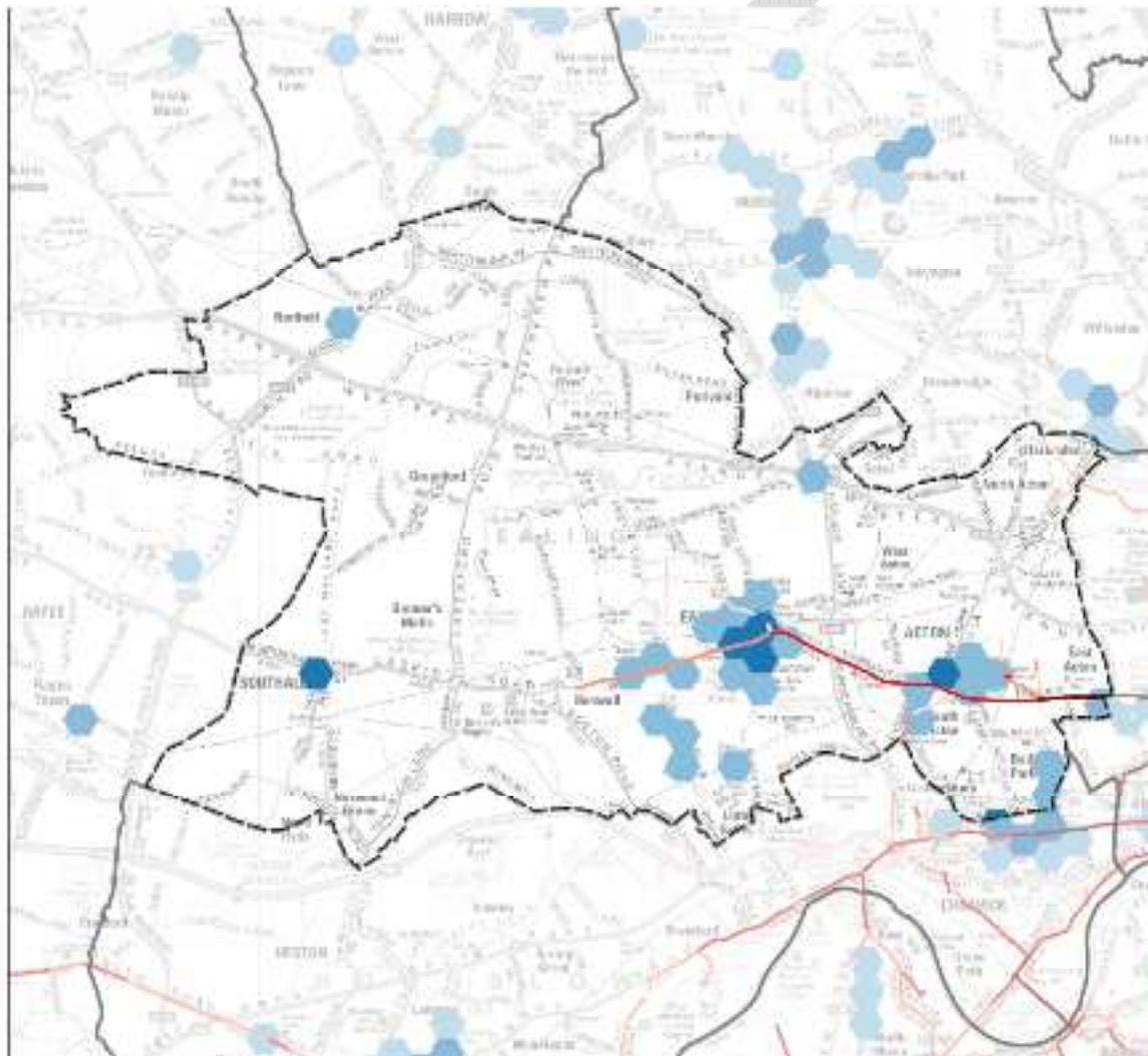
- Top 10%
- Top 20%

Drawn by: FA Date: 22/05/2017



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CITIES

Strategy and Outcome Planning  
Cycling



The Strategic Cycling Analysis by TfL of future demand (i.e. short cycleable trips) shows also that most of the Uxbridge Road has one of the highest potential for cycle flows in London (see below). However, now areas of Southall, Greenford and Northolt are highlighted as having lots of potential (i.e. short) trips within the top 5% in London that could be cycled.

## STRATEGIC CYCLE ANALYSIS

### Legend

#### Potential cycle demand

- Top 5%
- Top 10%
- Top 15%
- Top 20%

#### Potential pedestrian demand

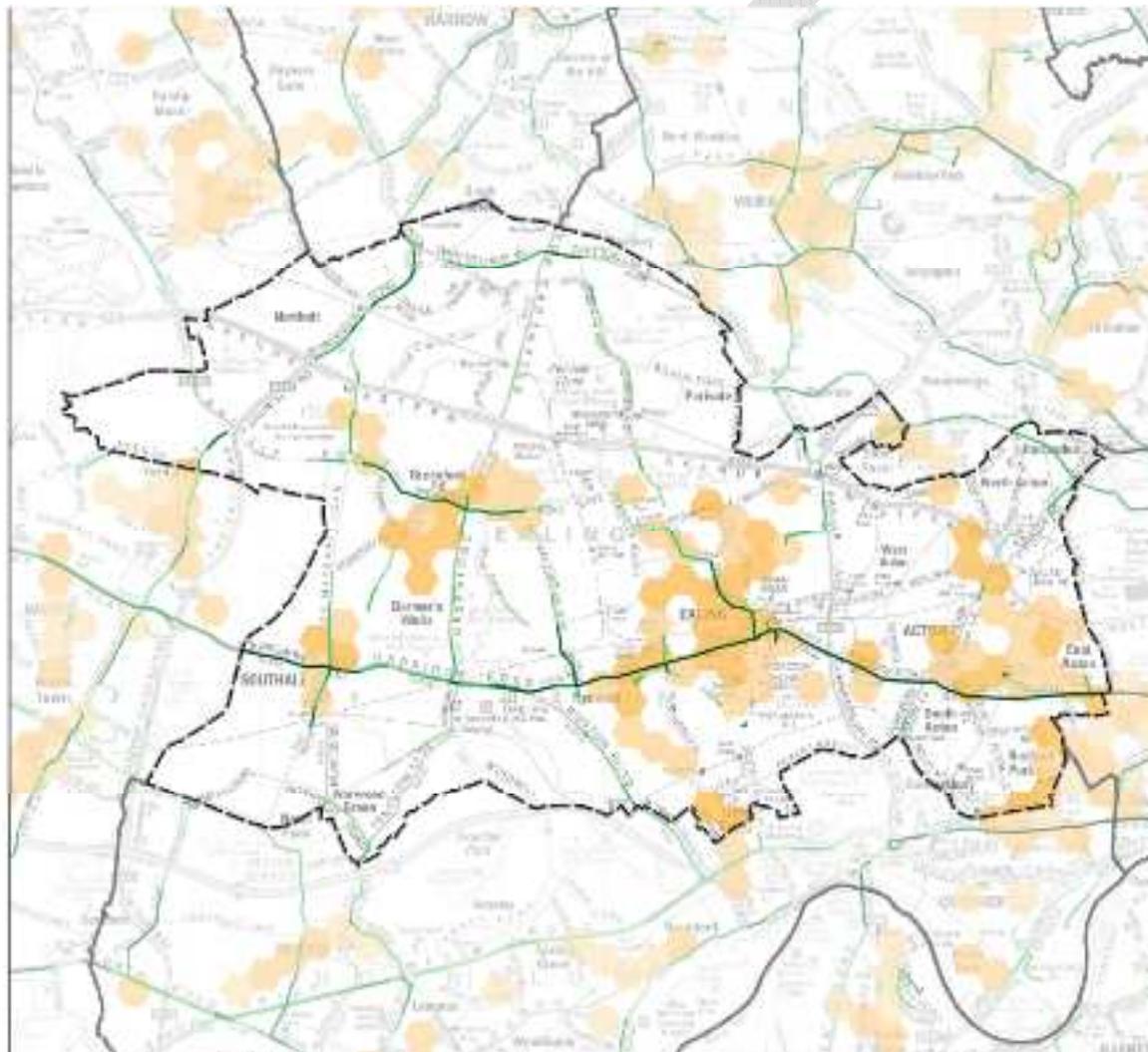
- Top 10%
- Top 20%

Drawn by: FA Date: 22/05/2017



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## 7. Policy

### 7.1 Cycle Network and Routes

#### 7.1.1 Cycle Routes Policy

The Council aims to build a robust cycle network on all major routes and to make every road in the Borough pleasant and safe to cycle along by 2040.

#### 7.1.2 Cycle Routes Principles

Cycle routes in Ealing will be classified according to a three level hierarchy as set out below. This approach is based on the LCDS and RTF guidance and ensures resources are targeted effectively and appropriately.

1. Principal routes – Initially Uxbridge Road and A40
2. Secondary routes – all other classified routes in the borough
3. Tertiary routes – non classified routes and residential streets

Road Type	Cycle Route Objective
Principal Routes	Segregation wherever possible
Secondary Routes	Segregation where necessary (based on collision levels, traffic speeds and volumes) – probably light segregation otherwise shared lanes
Tertiary Routes ( <i>Quietways, residential areas</i> )	Little to no segregation – shared lanes but traffic speeds lowered through speed limits and traffic calming. Wherever possible/Strong consideration given to road closures with cycle permeability schemes.

## *Cycle Route Design*

The look and feel of all cycle routes in Ealing should be as consistent as possible, one style of signage or branding. All designs to be LCDS compliant as a minimum and preferably exceed these levels if feasible. Some examples of cycle route measures are given below:

### **Example Measures**

#### **Full segregation**

Estimated cost from £500k/km

Implementation timescale 2-3 years



#### **Light segregation**

Estimated cost from £250k/km

Implementation timescale 1-2 years



#### **Cycle Permeability**

Estimated cost between from £10k/km for a signs only scheme

Implementation timescale approximately 1 year



## 7.2 Cycle Parking

### 7.2.1 Cycle Parking Policy

To make parking your cycle as simple, safe and secure as possible in all locations across the Borough.

New cycle hubs will be installed at key stations throughout the Borough including on the Elizabeth Line/Crossrail and North Acton to facilitate local cycle trips to stations. A cycle hub is a high quality cycle parking facility that is covered and has CCTV coverage with a minimum of 50 spaces.

The Council will increase the number of Sheffield stands and/or hoops in town centres, shopping parades and other key destinations. The aim is to ensure that cycle parking available is never more than 100 meters away from popular destinations.

The Council wants to install trial on-street cycle parking by replacing car parking places with cycle parking, with the intention to convert to permanent locations if the trial is successful. Also for groups of flats, we will provide secure cycle parking in estates by working with estate managers to develop appropriate solutions.

### 7.2.2 Cycle Parking Principles

In Ealing cycle parking should be:

- **Accessible and convenient:** Preferably within 50m of the destination entrance and prominently located without unnecessary detours or flights of steps
- **Safe:** have good natural surveillance and be secure against theft and vandalism.
- **High quality:** Be covered, well-lit and have CCTV where practical/feasible for longer stay parking.
- **User friendly:** Enable the frame and at least one wheel to be locked, catering for different sizes and shapes of bikes with plenty of space for access.
- **Value for money:** Free of charge where possible, or offer good value to residents for secure facilities.
- **Clean and maintained.**

## Example Measures

### 'Sheffield' Cycle stands

Cost £230 per stand, including installation

Implementation timescale 2 months



### Bikehangar

Estimated cost from £5k

Implementation timescale 1 year



### Cycle Shelter

Estimated cost between from £15k to £30k

Implementation timescale 1 year





## 7.3 Cycle Training

The Council funds a comprehensive cycling training programme Direct Support for Cycling (DSC) to get people cycling by training them to cycle safely and confidently on roads. People can be trained from absolute beginner level and starting off-road if necessary.

DSC trains people to Bikeability standards which are based on the government approved National Standards for Cycle Training. Scheme registration is part of the quality-assurance process to help ensure organisations are delivering best-practice cycle training. Free cycle training is also available for all schools and individual children outside school times as part of the Council's standard cycle training offer.

There are three award levels for Bikeability, with a level to suit all abilities, from beginner to experienced commuter or rider:

- Level 1 teaches basic bike-handling skills in a controlled traffic-free environment.
- Level 2 teaches trainees to cycle planned routes on minor roads, offering a real cycling experience.
- Level 3 ensures trainees are able to manage a variety of traffic conditions and is delivered on busier roads with advanced features and layouts

### 7.3.1 Cycle Training Policy

To provide high quality cycle training that helps to significantly improve the number of cyclists in the Borough and significantly increase the cycling mode split.

The provision of cycle training should consider how to break down the barriers and negative perceptions towards cycling by providing an integrated training offer that is fun, social, educational and exhorts the benefits of cycling to the whole family.

The training should:

- Be free to the end user/participant
- Seek to integrate children's cycling training with parents to encourage family cycling
- Seek to maximise the benefits of new cycling infrastructure and other Council/Public Health initiatives
- Seek to provide training for everyone, no matter the level of fitness, health or level of ability
- Target groups that traditionally do not cycle such as low income people, women, certain cultural groups etc. Where possible seek to utilise existing community groups to help and improve their own communities
- Be easily booked/accessed and provide cycles if required so that there are no barriers to accessing training

- Provide better monitoring data so that adjustments can be made to the offer to maximise cycling legacy.

Sponsorship opportunities will be sought to potentially maintain or preferably increase the training offer given reducing local government budgets.

The Council will use communications and marketing opportunities to influence key decision makers in organisations to facilitate and promote cycling. People such as school heads, school governors, university/college deans, company directors need to be aware of the benefits of cycling so that they do not introduce barriers to prevent their pupils/students/employees from cycling and enable cycle training to take place.

### 7.3.2 Cycling in Schools

Encouraging cycling to school is important because children are the next generation of cyclists and learn to cope with conditions quickly, plus experience shows that children who cycle are more likely to become adults who cycle.

Ealing's School Travel Programme supports cycling in a number of ways to encourage children and parents to travel to safely and sustainably on the school run.

The DSC cycle training programme's 12 accredited instructors provided schools courses for 1,534 Children at schools in LB Ealing during 2016/17. In addition to cycling training (see above) these are some of the measures that the Council does.

#### Sustrans 'Bike It Plus'

Ealing Council has contracted Sustrans for the Bike It Plus project, a hands on initiative which aims to increase levels of cycling to school through tailored assistance and activities to create a lasting pro-cycling culture. Sixteen schools are participating in 2017/18, including six of the school travel team's priority schools. Bike It Plus also supports and complements the STARS travel plan accreditation scheme.



#### Balance Bike training and Learn to Ride training

The Bicycle Society is funded by the School Travel Team to provide training to schools in Ealing to equip staff to teach their nursery, reception and Year 1 pupils to use balance bikes and pedal bikes, whilst also building their use into curriculum teaching. In the year 2016/17, 45 teachers and 676 children were trained. Teachers are trained to deliver the training themselves in order to encourage balance biking and cycling at the school, providing excellent legacy value.



## **STARS**

The Sustainable Travel Active Responsible and Safe (STARS) accreditation scheme is an online travel plan platform, helping schools to plan activities that encourage sustainable travel, as well as gain recognition for their hard work. STARS engages and empowers pupils, staff and parents to participate in active travel behaviour; cycling, walking and scooting and using public transport.

Once engaged, schools can apply for accreditation which comes in three levels; Bronze accreditation is valid for one year, Silver for two years and Gold for three years. In order to apply for such accreditation, schools must provide evidence that activities have taken place such as participation data, minutes of meetings or photos.

STARS is an essential tool for the monitoring and evaluation of the success of interventions related to cycling in Ealing.

### **School Grants**

Schools grants are annually offered to schools that not only achieve STARS accreditation in that year, but who also continue to maintain their STARS travel plans in the interim years of their accreditation validity. The grant amounts vary according to the level of accreditation and henceforth, whether it is the first time for a school to achieve that particular level. This ensures that schools are incentivised to aim for the highest level accreditation and maintain it. These grants therefore incentivise schools to carry out activities that promote cycling, as well as other active and sustainable travel means.



### **Youth Travel Ambassadors (YTAs)**

The YTA scheme is a TfL funded and run project that works intensively with secondary schools across London, with six schools in Ealing. It works by delivering peer to peer activities to promote active travel and road safety to pupils, staff and parents travelling to school.

Participating schools include Brentside High, Acton High, Ellen Wilkinson, Greenford High, Drayton Manor High, and Cardinal Wiseman. Highlights from last year include: a 'Dragons Den' event at Ealing Town Hall, YTA Expo at London Transport Museum plus Brentside High was shortlisted for a Modeshift National Sustainable Travel Award!



### **Active Travel Challenge**

This campaign promotes the Ealing Get Moving campaign. A 2 week pilot challenge recently took place with Northolt schools from 2<sup>nd</sup> to 13<sup>th</sup> October; including a Family walk in Belvue Park/Grand Union on 14<sup>th</sup> October. There was a prize draw for a Scooterpod, Meet the Meerkats at Hanwell Zoo and Discovery Experience at TFL Museum Depot, Acton. Plans include expanding this to all Ealing primary schools in order to further promote active travel to school.

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## 8. Implementation Programme

The Council has set out a comprehensive implementation programme and action plan in order to fulfil the cycling vision and objectives. Where possible the Council will seek to use innovation to improve quality, quantity and value for money in cycling projects. An example of this being the solar powered cycle path lights at Trinity Way in East Acton.

However, there is also a need to balance innovation with effective proven methods of delivery particularly when looking at value for money and speed of delivery.

The Implementation Programme is summarised in Table 8.1 Implementation/Acton Plan overleaf. The targets set out in the Performance Monitoring Plan chapter 9. serve as the success criteria for the implementation programme.

### 8.1 Partners

Ealing Council will work collaboratively with its partners to deliver the cycle strategy and its vision. Each partner brings knowledge, skills and support which is crucial for the Council to be successful in delivering the strategy. These include:

- Ealing Cycling Campaign and other local cyclist groups
- Local residents associations and groups
- The 140 local schools and nurseries plus colleges and universities within LB Ealing
- Make it Ealing (Ealing Business Improvement District) and West Ealing Business Improvement District
- Cycle training providers: CTUK, The Bicycle Society and Sustrans
- Other local businesses across LB Ealing
- Transport for London
- The Metropolitan Police
- The WestTrans partnership of west London boroughs
- The Canal & River Trust
- Heathrow Airport

**Table 8.1 Implementation/Action Plan**

	<b>2018</b>	<b>2019</b>	<b>2020-21</b>	<b>2022 and beyond</b>
<b>Infrastructure</b>	Uxbridge Road Initial Measures	Uxbridge Road Initial Measures	Uxbridge Road Initial Measures	
	Borough 20mph Rollout	Borough 20mph Rollout	Borough 20mph Rollout	
	West Ealing Liveable Neighbourhood (design)	West Ealing Liveable Neighbourhood (consultation)	West Ealing Liveable Neighbourhood (implementation)	West Ealing Liveable Neighbourhood (implementation to 2022)
	Uxbridge Road Cycle Corridor (design)	Uxbridge Road Cycle Corridor (design)	Uxbridge Road Cycle Corridor (design & consultation)	Uxbridge Road Cycle Corridor (consultation & implementation)
	Investigate & tackle cycle collision hotspots	Investigate & tackle cycle collision hotspots	Investigate & tackle cycle collision hotspots	Investigate & tackle cycle collision hotspots
		Quietways & canal towpath enhancement	Quietways & canal towpath enhancement	Quietways & canal towpath enhancement
	Deliver local connectivity schemes	Deliver local connectivity schemes	Deliver local connectivity schemes	Deliver local connectivity schemes
	Lobby TfL to deliver CS9 & A40 CS	Lobby TfL to deliver CS9 & A40 CS	Lobby TfL to deliver CS9 & A40 CS	Lobby TfL to deliver CS9 & A40 CS

Cycle routes and network



	2018	2019	2020-21	2022 and beyond
<b>Infrastructure</b>	Sheffield stands	Sheffield stands	Sheffield stands	Sheffield stands
	Bikehangars	Bikehangars	Bikehangars	Bikehangars
	Permit bike bunkers in front gardens			
<b>Training</b>	DSC Programme schools, children & adults			
<b>Communi-cations</b>	Cycling promotion, stakeholder liaison & traffic enforcement			
<b>Events</b>	Ticket to Ride, festivals, races & community events			
<b>Dockless Cycle Hire</b>	Dockless Cycle Hire - Mobike Rollout	Dockless Cycle Hire – other operator (s) Rollout		

Cycle Parking 



## 8.2 Infrastructure

The provision of cycle infrastructure seeks to facilitate easy and safe cycling across the Borough. The Council will provide cycle infrastructure on street (and footways if suitable) together with other selected locations with contributions from partner organisations where appropriate.

### 8.2.1 Routes and Network

The Council will focus on creating the Uxbridge Road corridor as the key cycle route through the Borough. The Uxbridge Road links the main town centres across the Borough and TfL's Cycling analysis showed that many current and potential cycle trips are focused on this corridor.

However, it should be recognised that Uxbridge Road Corridor is a huge, challenging and expensive problem to solve. Road traffic will need to be reduced in order to be acceptable and not just diverted onto other roads. The long term ambition remains full segregated provision for cyclists.

The cycle routes and network programme will include:

- Implement cycle initial measures on Uxbridge Road using LIP funding – whilst the larger Uxbridge Road project is designed, financed and built. Initial measures could include:
  - ASLs with cycle lane approaches
  - Advanced release of cyclists on traffic lights
  - Entry treatments to all side roads
  - Remove parking from cycle lanes 24/7 and only allow loading outside peak times
  - Cycle permeability/anti rat-running traffic schemes
  - Remove all guard rail except where it is absolutely necessary (e.g. outside schools)
- Deliver a Borough-wide 20mph speed limit
- Deliver a step-change of high quality cycle provision on the Uxbridge Road Corridor. This will include segregated cycle lanes and traffic reduction measures and be built over the long-term as part of several liveable neighbourhood major projects, starting with West Ealing
- Investigate all cycle collision hotspots across the Borough and make necessary changes where required
- Deliver Quietways and canal towpath route(s) using TfL or other external funding
- Deliver as many local connectivity schemes as possible (with local stakeholder insight) from s106 and LIP funding

- Continue to lobby TfL to ensure A40 cycle route and CS9 are implemented. Use LIP funding to enhance links to both routes within the Borough where required.
- Obtain ECC input to all significant scheme designs

The LCDS specifies that infrastructure is delivered is high quality and fit-for-purpose. It should achieve good design for cycling, i.e. the six design outcomes safe, direct, comfortable, coherent, attractive and adaptable plus be shown to attain the necessary levels of service.

### 8.2.2 Cycle Parking

The Council will deliver an increase in both the numbers and quality of cycle parking provision across the Borough. In terms of on-street and footway provision implementation will focus on the delivery of two principal areas:

1. Deliver a minimum of 100 new sheffield stands per annum over the course of the strategy
2. Deliver a minimum of 20 new Bikehangars per annum over the course of the strategy (total over 100)

At a domestic level, the Council wants to permit bike bunkers in front gardens of properties without planning permission by reviewing local planning policy.

### 8.3 Training

The Council will continue and enhance the good work already done by the DSC programme to train people to cycle safely, including being able to cycle on the road. Schools will be an integral part of this programme, and we will seek to influence families by convincing parents that cycling is safe for their children.

Going forward there will be an emphasis on the quality of training, including targeting groups and individuals who are the most likely to cycle more and utilise the investment made in their training. Whilst this approach may mean that slightly fewer people are trained in terms of numbers, the DSC program should create a positive legacy and generate more regular cyclists into the future.

### 8.4 Communications and Marketing

Communications are essential to achieving a shift in culture. The council has recently launched a Get Moving campaign to improve the health and wellness of residents. This reflects the council's priority to ensure its residents are able to access a high quality of life enabled by good health. Cycling is a key focus of this campaign because cycling has so many benefits: it is social; self-paced; economical; accessible to all ages and abilities; and easily woven into everyday activities.

The council's communications strategy to promote cycling will reiterate these messages with an aim of reaching residents of all ages, abilities and ethnicities. There will continue to be signposting to the well-developed cycle skills programmes and celebrations of success.

The council will also forge stronger relationships with organisations and groups that have mutual goals. Ealing Cycling Campaign has a well-developed programme of social rides,

training and resources. The council will encourage residents to tap into this community by signposting and raising awareness.

It is equally important that the communications take aim at residents who are not cycling. This communication in the first instance is to encourage them to make a start – such as leisure rides or short shopping trips. For those that cannot be convinced, the message clarifies their personal roles in making the borough safe for cyclists. Without considerate and aware motorists and pedestrians, the transport system will not work.

To educate the public, the council will strengthen its position on enforcement. Parking in cycle lanes is unacceptable, and the council will use its resources to protect cyclists from this dangerous behaviour. The council has recently begun work with the Metropolitan Police to address poor motorist behaviour with Operation Close Pass, which raises awareness of the safe space required by cyclists.

### **8.5 Events**

Events to celebrate cycling are essential to give identity to and grow the community. The council will programme a series of events that build on past successes and lessons, such as those learned from the annual family-friendly Ticket to Ride. The council will seek cost effective opportunities, such as joining up with other events in the borough such as festivals, organised races and community celebrations. The intention of any event organised by the council will be inclusivity, so all ages and abilities feel welcome, supported and inspired to cycle.

### **8.6 Dockless Cycle Hire**

In September 2017, the first dockless cycle hire scheme in London was launched by Mobike in the Acton area. Around 170 cycles were placed in the area on a 12 month pilot basis.

The bikes can be located and unlocked via a smartphone app, and left at the user's destination, rather than a docking station unlike the Santander cycle hire scheme in central London. Mobike and the Council have, however, used removable non-slip vinyl markings to depict "hubs" or "preferred parking locations" at significant destination points in order to reduce street clutter caused by parked cycles.

In the first few months of operation, usage was good, and the volume of complaints made by the public against the scheme has been very low, therefore, Mobike were permitted to extend the scheme across the remainder of the Borough.

In the future, it is expected that, once the pilot is completed, other operators would be allowed into the Borough, which could provide additional opportunities for residents. The Borough is also investigating the use of licenses for operators and bonds to cover Council costs. All operators must comply with TfL's Code of Conduct for dockless cycle hire, which was published in the Autumn on 2017.

The Council will roll out the Mobike dockless cycle hire system from Acton to other parts of the borough. As the infrastructure required is minimal

Starting with the Ealing Broadway area and continuing west wards to cover the entire Borough by 2021. To facilitate a user friendly and seamless system we have already been working with Brent and Hounslow Councils to bring the benefits of Mobike across a wider area of west London. We will continue to work with the other WestTrans Boroughs to support the rollout of Mobike across west London.

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## 9. Performance Monitoring Plan

### 9.1 Objectives and Targets

To monitor success of the Cycle Strategy against its objectives and desired outcomes, a series of targets and indicators have been identified. These are cross-referenced in Table 9.1 below:

**Table 9.1 Programme Targets and Objectives**

Programme Targets	Objectives		
	<b>1. Cycling should be safe, straight-forward, and the natural choice for short journeys</b>	<b>2. Cycling should be secure</b>	<b>3. Cycling should be simple and convenient for all</b>
Cycle Infrastructure	✓		✓
Cycle Training	✓		✓
Cycle Safety	✓		✓
Cycle Parking	✓	✓	✓
Dockless Cycle Hire	✓		✓

#### Cycle Infrastructure Targets (LIP 3 2018-21)

Area	Target
Uxbridge Road	<ul style="list-style-type: none"> <li>Design (and consult?) on entire length of Uxbridge Road cycle route</li> <li>Utilise TfL's LEBZ to deliver entire length within 10 years</li> </ul>
Ealing Town Centre/West Ealing	<ul style="list-style-type: none"> <li>Design and consult on Ealing Town Centre cycle routes</li> <li>Complete implementation of the Primary cycle routes</li> <li>Make a start on implementing secondary and tertiary cycle routes</li> <li>Tie implementation of routes in with cycle parking</li> </ul>
A40	<ul style="list-style-type: none"> <li>Strongly lobby TfL to complete A40 Cycle Super Highway/cycle route by 2022</li> </ul>

#### Cycle Training Targets (LIP 3 2018-21)

Area	Target
Children's training	<ul style="list-style-type: none"> <li>Provide Bikeability level 1 (and 2) training to 1,500 pupils per year</li> </ul>
Adult training	<ul style="list-style-type: none"> <li>Provide Bikeability level 1 (and 2 training) to 500 adults per year</li> </ul>

#### Cycle Safety Targets

Area	Target
Risk of being a KSI casualty	<ul style="list-style-type: none"> <li>Decrease the casualty rate to one casualty for every 750,000 cycle trips by 2022</li> <li>Baseline figure of one casualty for 620,000 trips in 2016</li> </ul>

This target measures the probability of cyclist collision(s) killed or seriously injured (KSI) per trip. This rate-based measure has been developed to objectively measure cycle safety. Otherwise a location with high cyclist numbers may show higher cyclist casualties (central London) but the chance of being a casualty may actually be lower than where there are very few cyclists (such as a main arterial road).

The figure is calculated by number of total cycle trips divided by the number of cyclist KSI collisions annually.

### Cycle Parking Targets

Area	Target
Key stations	<ul style="list-style-type: none"> <li>Implement cycle hubs at all six Crossrail stations plus North Acton Underground station by 2020</li> </ul>
Educations and health facilities	<ul style="list-style-type: none"> <li>Ensure 100% of education and health facilities have adequate cycle parking</li> </ul>
Residential cycle parking	<ul style="list-style-type: none"> <li>Install an average of 20 cycle hangars per annum in residential areas</li> <li>Permit bike bunkers in front gardens (planning policy change)</li> <li>Provide secure cycle parking in existing estates by identifying needs of residents and working with estate managers and safer communities to develop appropriate solutions</li> </ul>
Public cycle parking	<ul style="list-style-type: none"> <li>Deliver a minimum of 100 new sheffield stands per year every year of the strategy</li> <li>Trial locations for on-street cycle parking by replacing car parking places with cycle parking, converting to permanent locations if the trial is successful</li> <li>Provide secure cycle parking in existing estates by identifying needs of residents and working with estate managers and safer communities to develop appropriate solutions</li> </ul>
New Developments	<ul style="list-style-type: none"> <li>High quality cycle parking to be installed in all new developments in accordance with The West London Cycle Parking Guidance</li> </ul>

### Dockless Cycle Hire Target

Area	Target
London Borough of Ealing	<ul style="list-style-type: none"> <li>Rollout dockless cycle hire throughout the borough by the end of 2018</li> </ul>

The Council will report annually/regularly on its progress implementing projects and towards achieving these targets. Additional data such as cycle thefts will also be contained in these reports.

## 9.2 Review

We will monitor and review progress by collecting data at least annually using a range of sources to ensure that it is as robust and accurate as possible. This will include the following sources:

- Fixed automatic counters, CCTV and manual count programmes at various sites in the Borough.
- Regular counts of cycle and general traffic from DfT and TfL.
- Ealing Council's Residents Panel responses to assess frequency of cycling, cycle ownership and cycle trips to town centres
- Road casualty figures from the London Accident Analysis Unit associated with estimated cyclist journey data.
- Cycle theft data from the Metropolitan Police.
- Regular counts of parked cycles at key locations.
- Using School STARS data (from hands up surveys) for on school cycling.
- Utilising the iTRACE system to monitor and company and new development travel plans.
- Attitudinal surveys such as MOSAIC.
- Conducting surveys of effectiveness of programmes such as Direct Support for Cycling and activities like Ticket to Ride/Skyride.

## Appendix A - Reference

### Contacts and Useful Links

#### *Ealing Cycling Campaign*

ECC (a branch of London Cycling Campaign) is a major cycling interest group in Ealing. They are a key local source of cycling knowledge and an important resource for the success of cycling in Ealing.

<http://www.ealingcycling.org.uk/>



#### *Cycle Training UK*

CTUK is a non-for-profit workers' cooperative, provides cycling training for Ealing's cycling programme. It also provides cycle maintenance training and runs the popular Dr Bike cycle maintenance sessions.

<https://www.cycletraining.co.uk/>



#### *WestTrans*

A Partnership of six West London boroughs, working with other major organisations such as TfL and West London Alliance, to identify, develop and implement transport projects to the benefit of the sub-region. It has been a major stakeholder and supporter and organised cycling programmes at Universities and faith sites.

<http://www.westtrans.org/>



#### *Sustrans*

A cycling and walking charity which aims to allow people to make smarter travel choices. Its Active Travel Champions programme organises and assists at events providing information on active travel.

<https://www.sustrans.org.uk>

