

**LONDON BOROUGH OF HAMMERSMITH & FULHAM  
CYCLING STRATEGY**

**JULY 2015**

**FINAL**

## Contents

EXECUTIVE SUMMARY .....	1
1 INTRODUCTION.....	2
2 PLANNING AND POLICY CONTEXT.....	6
3 CYCLING IN HAMMERSMITH & FULHAM .....	11
4 BENEFITS OF CYCLING.....	19
5 WAY FORWARD .....	24
6 ACTION PLAN .....	42
7 MONITORING & TARGETS .....	44
8 NEXT STEPS.....	46

<b>Appendix A</b>	<b>Map of the collisions involving cyclists across the London Borough of Hammersmith &amp; Fulham, 2011-2013</b>
<b>Appendix B</b>	<b>Map of recommended cycling routes within Hammersmith &amp; Fulham</b>
<b>Appendix C</b>	<b>Map of Future Cycle Network</b>
<b>Appendix D</b>	<b>Full Contents List.</b>

## Definitions

<b>CTC</b>	Cyclists' Touring Club – The national cycling charity
<b>DfT</b>	Department for Transport
<b>KSI</b>	Killed and Seriously Injured
<b>LBHF</b>	London Borough of Fulham and Hammersmith
<b>LCC</b>	London Cycling Campaign
<b>LCDS</b>	London Cycling Design Standards
<b>LCN</b>	London Cycle Network
<b>LDP</b>	Local Development Plan
<b>LIP2</b>	Local Implementation Plan 2 (2011 – 2031)
<b>LCC</b>	London Cycling Campaign
<b>MPS</b>	Metropolitan Police Service
<b>RBKC</b>	Royal Borough of Kensington & Chelsea
<b>TfL</b>	Transport for London
<b>TLRN</b>	Transport for London Road Network
<b>WestTrans</b>	West London Transport Partnership – A sub-regional partnership of six West London boroughs of Ealing, Brent, Hammersmith & Fulham, Harrow, Hillingdon and Hounslow. WestTrans works with TfL to identify, develop and implement transport projects to the benefit of the sub-region.

## FOREWORD

Cycling is an essential part of life in Hammersmith & Fulham. However, we want to see Hammersmith & Fulham become more like a Dutch or Danish city for cycling. We have one of the highest rates of cycling in London but there is much we can still do to make cycling safer, easier, and more family friendly in Hammersmith & Fulham.

Cycling contributes to residents' health and well-being and can help reduce congestion on our roads and public transport networks, and improve air quality, and it's the quickest way to travel for many journeys. But improvements for cyclists must go hand-in-hand with improvements for pedestrians, bus passengers and economic well-being.

In 2014, Hammersmith & Fulham elected a new administration with a manifesto entitled *The Change We Need*. The manifesto outlined 11 key actions for the borough relevant to cycling, including *creating a greener borough, being more fair to drivers and improving the borough for cyclists*.

The manifesto outlined the need to *encourage more and safer cycling* by expanding the Mayor's Cycle Hire Scheme, supporting the London Cycling Campaign's call for more safe space for cycling, and making sure our pavements are safe for pedestrians. We have listened to what local residents, businesses, cyclists and motorists told us during the consultation for the Strategy and ensured that the Strategy reflects the future aspirations of the community.

This Cycling Strategy is confirmation that the Council is committed to delivering on the administration's commitments and will encourage cycling in the borough while at the same time making streets and pavements safer for pedestrians. The Cycling Strategy outlines where we want to go with cycling in the borough and how we want to get there.

We know there is still some work to be done to make our transport network better for everyone but the Cycling Strategy is an important step to helping that change to happen.



**Councillor Wesley Harcourt**  
***Cabinet Member for Environment, Transport & Residents' Services***



**Councillor Larry Culhane**  
***Chair of the Community Safety, Environment and Residents' Services Policy  
and Accountability Committee***

## EXECUTIVE SUMMARY

The last time Hammersmith & Fulham Council produced a Cycling Strategy was in 2004. But in a fast-moving central London borough, the Strategy needed to be updated to reflect the current policies, the *Mayor's Vision for Cycling in London*, and take into account current cycling initiatives proposed by Transport for London (TfL). The Cycling Strategy is not a statutory document, but it provides a commitment from the Council to maximise the cycling potential in the borough, for both residents and visitors. The Cycling Strategy also directs funding in a way that responds to the needs of cyclists, residents, and businesses in Hammersmith & Fulham.

The Council's overall vision of the Cycling Strategy is to encourage more cycling in the borough, make cycling safer, and improve the health and well-being of local residents.

Specifically the Cycling Strategy has four key objectives:

- 1. Enhance and extend cycle routes to create a comprehensive network;**
- 2. Create more space for cycling to improve cycle safety;**
- 3. Reduce the dangers (and the perception of the dangers) of cycling and reduce conflicts, both between cyclists and motor vehicles and between cyclists and pedestrians; and**
- 4. Provide more cycle parking and cycle hire locations within the borough**

The actions contained in the Cycling Strategy include:

- Major London-wide initiatives proposed by TfL including Cycle Superhighways, Quietways and Better Junctions;
- Significant improvements to the cycling environment currently being developed by the Council, such as the proposed 20mph speed restriction and improvements to Hammersmith Bridge;
- Training and education for cyclists and drivers to encourage road users to share the available space; and
- Measures to increase the availability of on-street and off-street cycle parking.

The Strategy also outlines where the funding is coming from and the timeframes for the proposals.

The new Hammersmith & Fulham Cycling Strategy aims to contribute to achieving the targets contained in the Council's Local Implementation Plan 2 (2011-2031). The Cycling Strategy is also intended to be revised frequently and will be monitored on a regular basis by the Council. Periodic updates and amendments will be undertaken as key schemes develop.

## INTRODUCTION

This Cycling Strategy sets out how the London Borough of Hammersmith & Fulham aims to encourage more people to cycle, increase the safety of cyclists, improve health and wellbeing, and improve air quality.

### 1.1 BACKGROUND

The introduction of the *Mayor of London's Vision for Cycling* means that the previous Hammersmith & Fulham Cycling Strategy (produced in 2004) is now out of date. Therefore we have developed this Cycling Strategy to demonstrate how we will achieve the Mayor's vision at a local level, whilst recognising the unique characteristics and challenges that we face in Hammersmith & Fulham. The Strategy will help achieve the cycling targets set out in the Local Implementation Plan 2 (2011 – 2031) which has set a target of achieving 8% cycling mode share by 2030 / 2031. The percentage of residents' trips undertaken by cycle was 3.9% in 2011 when the LIP2 was first published.

### 1.2 VISION

The overall vision of the Cycling Strategy is to encourage more cycling in the borough, make cycling safer, and improve the health and well-being of all residents.

As a result of the consultation and aspirations of the council, the Cycling Strategy includes an Action Plan to be used to direct funding to improve the borough for cyclists, residents, and businesses in Hammersmith & Fulham.

### 1.3 OBJECTIVES

The Cycling Strategy has four key objectives:<sup>1</sup>

- 1. Enhance and extend cycle routes to create a comprehensive network;**
- 2. Create more space for cycling to improve cycle safety;**
- 3. Reduce the dangers (and the perception of the dangers) of cycling and reduce conflicts, both between cyclists and motor vehicles and cyclists and pedestrians; and**
- 4. Provide more cycle parking and cycle hire locations within the borough.**

The objectives are intended to give a focus to the overall vision of the Cycling Strategy and guide the development of actions to achieve that vision. Alongside these objectives is a commitment to ensure that cycling is encouraged in a way that makes the borough safer for pedestrians.

---

<sup>1</sup> The objectives have been developed with reference to the following documents:

- Hammersmith & Fulham Labour Manifesto (2014): The Change We Need;
- Hammersmith & Fulham Local Implementation Plan 2 (2011 – 2031); and
- HFCyclists Briefing for PACS committee on Space For Cycling, 7<sup>th</sup> July 2014.

## 1.4 RATIONALE

Cycling generates significant benefits for all residents, visitors, and businesses including improved health and wellbeing, air quality, and reduced congestion. The benefits of cycling are outlined in Section 4 of the Cycling Strategy.

## 1.5 IMPLEMENTATION

The Cycling Strategy will shape the way funding is sought and spent by the Council on cycling-related projects and initiatives. It will act as a connection between the Mayor of London's strategies and the development of specific local transport schemes to ensure that the concerns and aspirations of the community are reflected in decisions on the allocation and funding for cycling.

## 1.6 CONSULTATION

A draft version of the Cycling Strategy was released for public consultation between 10 December 2014 and 2 February 2015. The Draft Cycling Strategy was published on the Council's Citizenspace website and this included a summary of the Draft Cycling Strategy, an outline of the consultation process, and copies of the Draft Cycling Strategy and appendices including maps and accident locations.

In addition, the consultation was publicised via Facebook, Twitter, the Council website, and the Council weekly newsletter. We also carried out targeted consultation of key stakeholders including the Metropolitan Police Service, London Boroughs, and HFCyclists (Hammersmith & Fulham cycling campaign group).

An online survey allowed participants to provide their opinions and views on the Draft Cycling Strategy and this survey combined quantitative questions to calculate the level of support for the Strategy, and qualitative questions where respondents could provide feedback in their own words about the Strategy.

## 1.7 ANALYSIS OF RESPONSES

A total of 81 responses were received via Citizenspace: 72 from individuals; 7 from organisations or businesses (including HFCyclists, The Hammersmith Mall Residents Association, and the Hammersmith London Business Improvement District); and 3 from other local authorities (London Borough of Ealing, Royal Borough of Kensington & Chelsea, and City of Westminster). Over 86% of respondents stated that they (partly or fully) supported the Draft Strategy. Almost 89% of respondents felt that the Cycling Strategy will fulfil its aim of increasing cycling uptake in the borough, even if some of them felt this would be only a small increase.

Almost 73% of respondents are residents of H&F, while a further 16% work or study in H&F. 9% provided a response on behalf of a business and organisation, and a further 10% of respondents were from other areas in London.

Approximately 66% of respondents cycle every day or most days a week, while 17% have never cycled or cycle rarely. 56% of respondents are commuter cyclists who cycle to work or place of study. Almost 25% go cycling for shopping, recreation or entertainment. Approximately 6% of respondents cycle for exercise.

Respondents also provided feedback about specific sections in the Cycling Strategy. This feedback has been incorporated into the revised objectives and the text of the Cycling Strategy.

### **1.7.1 Objectives**

Over 86% of responses stated that they fully or partly support the proposed objectives of the Cycling Strategy. Respondents were also asked if they had any suggested improvements for the objectives. The most frequent responses were that the objectives should include a greater emphasis on the potential conflict between pedestrians and cyclists, including greater enforcement, and more segregated cycle facilities.

### **1.7.2 Challenges and Opportunities**

More than 86% of respondents agreed that the Cycling Strategy identified the major challenges and opportunities to cycling in the borough. When asked if there were any other challenges or opportunities, respondents identified safety issues as the major challenge. This is consistent with Section 3.5 of the Cycling Strategy. A number of respondents also noted that maintenance of cycling facilities is also an issue with poor quality surfaces likely to discourage cyclists using certain routes.

### **1.7.3 Benefits of Cycling**

Over 85% of responses stated that the Cycling Strategy sufficiently documents the benefits of cycling. Respondents were also asked if there were any other benefits of cycling that were not identified. The most frequent responses were that the Cycling Strategy should make greater reference to the positive impact of cycling in terms of decreased air pollution and improved retail spending for businesses located on cycle routes. Respondents also noted that in London, cycling can be more convenient than other modes of transport.

### **1.7.4 Way Forward**

More than 87% of respondents stated that they fully or partly supported the proposed Way Forward in the Cycling Strategy. Respondents were also asked if there were any other measures that should be included in the Way Forward. The most frequent responses were related to the need for segregated cycle facilities and greater enforcement (of both cyclists, and motorists).

The Draft Cycling Strategy and the provisional results of the consultation process were presented and discussed with the PAC Committee on 2 February 2015. The general response from the PAC Committee was positive with Councillor Iain Cassidy expressing a preference for a greater emphasis on segregated cycle facilities within the Strategy.

## **1.8 WE ASKED, YOU SAID, WE DID**

Following the consultation, the responses were analysed for key themes and issues. As a result, a number of improvements were made to the Draft Cycling Strategy and the following sections were added or expanded within the Strategy:

- Maintenance of Cycle Facilities (Section 5.1.5)
- Segregated Cycle Facilities (Sections 5.2.4, and 5.2.5)



- Rights and Responsibilities of Cyclists (Section 2.1.5 and 5.3.13)
- Encouraging More Cycling By All (Section 5.3.11)
- Pedestrian / Cyclist Conflict (Section 5.3.1 and 5.3.8)
- Thames Path (Section 5.3.7)
- Enforcement (Section 5.3.13)
- Cycle Theft (Sections 5.4.1, 5.4.2 and 5.4.4)

## **2 PLANNING AND POLICY CONTEXT**

Cycling has experienced considerable growth in recent years, in part due to Team GB's success at the Olympics and because of new policies supporting cycling nationally. This chapter provides an outline of the policies that are relevant to Hammersmith and Fulham's Cycling Strategy, on a national, regional and local level.

### **2.1 NATIONAL - UK**

There are a number of documents that set out the Government's approach for encouraging cycling that include:

#### **2.1.1 National Planning Practice Guidance (2013)**

The purpose of planning is to help achieve sustainable development and transport policies that have an important role to play in facilitating sustainable development, but also in contributing to wider sustainability and health objectives. The framework requires Local Authorities to be balanced in favour of sustainable transport modes giving people a real choice about how they travel - cycling being just one of them.

#### **2.1.2 Get Britain Cycling (2013)**

The All Party Parliamentary Cycling Group (APPCG), a cross-party group of MPs and Peers with an interest in cycling, launched an inquiry into how it can get Britain Cycling. Their vision is to realise the full potential of cycling to contribute to the health and wealth of the nation and the quality of life in our towns and local communities. The recommendations from the inquiry can be divided into five broad topics; 1) A new priority for investing public funds, 2) redesigning our roads, streets and communities, 3) safe driver and safe speed limits, 4) training and education and 5) political leadership.

All five of these recommendations are in place at the Council and are outlined in Section 3.6 of this Cycling Strategy under 'Opportunities'.

#### **2.1.3 Signing the Way (2011)**

This document provides a vision of a more simple and flexible regulatory framework for traffic signs. The document sets out a policy framework for ensuring that the traffic sign system in Britain meets the future needs of all road users.

#### **2.1.4 Traffic Signs Regulations and General Directions 2015**

The Traffic Signs Regulations and General Directions (TSRGD) 2015 was released for consultation in 2014. The Department for Transport's (DfT) proposed changes allow a wider range of signs to be used by local councils. The revisions also give local authorities freedom to remove sign clutter by keeping signing to a minimum. The new TSRGD will minimise DfT involvement in signing schemes, acknowledging that councils are best placed to know what signing is suitable for their roads. The TSRGD 2015 provides the opportunity for the Council to develop and implement cycle signage that reflects the local environment.

### 2.1.5 Rights and Responsibilities of Cyclists

Under UK law, a bicycle is a carriage, and cyclists have the same right to use the highway as other vehicles (unless expressly prohibited). However cyclists also have the same responsibilities as other road users to act considerately, observe traffic laws and regulations, and travel in a safe manner.

All road users (including drivers, pedestrians and cyclists) must adhere to *The Highway Code*. The rules in *The Highway Code* are legal requirements<sup>2</sup> but the Code also provides advice for drivers, riders and pedestrians about how to travel in a safe and considerate manner.

Sections 59 to 82 of *The Highway Code* outline the rules that apply specifically to cyclists. This includes:

- Section 64 – You must not cycle on a pavement; and
- Section 69 – You must obey all traffic signs and traffic light signals.

The *Highway Code* also provides general advice to drivers. Section 144 states that drivers must not:

- Drive dangerously;
- Drive without due care and attention; and
- Drive without reasonable consideration for other road users.

The Council will reinforce and reiterate the rights and responsibilities of cyclists through our existing cycle training schemes for both children and adults. The Bikeability training courses educate and train children to become safe, assertive, and responsible cyclists from an early age. Adult cycle training courses improve confidence and enable cyclists to cycle safely on the road, reducing the need to ride on the footway. We will continue to run our Exchanging Places and Safer Urban Driving courses to improve the behaviour and awareness of drivers towards cyclists.

Where potential points of conflict between cyclists and other road users have been identified, the Council will look to simple, appropriate infrastructure upgrades and improved signage to reinforce the rights and responsibilities of cyclists to all users, including drivers, and pedestrians, and vice-versa.

## 2.2 REGIONAL - LONDON

### 2.2.1 Mayor's Vision for Cycling (2013)

Our Cycling Strategy is strongly linked to the *Mayor of London's Vision for Cycling* and details how it will achieve this vision at a local level, recognising the unique characteristics and challenges in Hammersmith & Fulham.

There are four important outcomes that the Mayor's vision is looking achieve:

- **A tube network for the bike** - London will have a network of direct, joined up cycle tracks with many running in parallel with key underground, rail and bus routes.

---

<sup>2</sup> Failing to comply with the rules of The Highway Code will not necessarily result in prosecution. However The Highway Code may be used in evidence in any court proceedings under the Traffic Acts to establish liability. As a result, it is advised that all road users follow The Highway Code.

- **Safer streets for cycling** - Spending on the junction review will be significantly increased and substantial improvements to the worst junctions will be prioritised. With Government help, a range of radical measures will improve the safety of cyclists around large vehicles.
- **More people travelling by bike** - To normalise cycling, making it something anyone feels comfortable doing.
- **Better places for everyone** - The new bike routes are a step towards the Mayor's vision of a 'village in a city' with more trees, more space for pedestrians and less traffic.

The main aspects of the Mayor's Vision that impact directly and indirectly on the cycling provision within the borough are:

- Cycle Superhighways;
- Quietways; and
- Better Junctions.

These schemes are discussed in further detail within Section 5.

### 2.2.2 Cycle Safety Action Plan (2014)

The *Cycle Safety Action Plan (CSAP)* builds on the original document (published in 2010) as well as the *Mayor's Vision for Cycling and Safe Streets for London (2013)*. The *CSAP* focuses on understanding the risks and challenges faced by cyclists on London's roads and uses an intelligence-led approach to identify the most effective and significant interventions. It notes that cycling in London has become significantly safer while the numbers of people cycling have risen inexorably. However, in order to reduce the number of killed or seriously injured (KSI) by 40 per cent by 2020, cycle safety must be a major consideration in all road safety activities, as well as in the wider transport planning and delivery.

There are six key action areas identified in the *CSAP* to address the collision factors and trends identified:

- Designing safe streets for cycling;
- Safe vehicles on our streets;
- Improving driver standards and awareness of cycling;
- Enforcement and delivery of safe cycling through the criminal justice system;
- Greater communication, skills and training for cyclists; and
- Building knowledge and promoting safe cycling for all.

These six action areas have been taken into consideration in the production of this Cycling Strategy:

### 2.2.3 London Cycling Design Standards

TfL have produced the *London Cycling Design Standards (LCDS)* to reflect established and emerging best practice. There are six core design outcomes that if successfully implemented, should achieve:

- **Safety** - including a number of critical indicators and separated into actual collision risk, perceived road safety and social safety.
- **Directness** - including journey time and deviation from the fastest route.
- **Comfort** - comprising a number of critical indicators including surface quality and effective widths.
- **Coherence** - including connections with other roads and way finding.
- **Attractiveness** - a comprehensive section including a range of indicators such as noise, air quality, greenness and the impact on pedestrians.
- **Adaptability** - measures against the ability to meet future growth, the links with public transport and the flexibility of the design.

The principles outlined in this document should be taken into consideration, used in the design, and form part of the decision making process for cycling infrastructure projects contained within the *Mayor's Vision for Cycling* (e.g. Better Junctions).

The guiding principles of the *LCDS* include:

- Cyclists need space separated from volume motor traffic;
- Where full segregation is not possible, semi-segregation may be the answer;
- Separation can also be achieved by using lower-traffic streets;
- Where integration with other road users is necessary, differences of speed, volume and vehicle type should be minimised (i.e. reduce speed limits);
- Provision must be consistent and routes must be planned as a network; and
- Changes in road space can influence modal choice.

#### 2.2.4 *Share the Roads*

*Share the Roads* is a TfL campaign asking all road users to think about their attitudes on the road. The reasoning behind it is that we all use the roads, however some prefer to drive, some ride whilst others walk. The campaign aims to change the way we perceive our fellow road users. Instead of focusing on avoiding dangerous situations per se, it advocates stepping back from situations that could potentially escalate. Therefore rather than respond to carelessness with aggression, we're told to put things into perspective.

## 2.3 LOCAL – HAMMERSMITH & FULHAM

### 2.3.1 *Core Strategy*

The Cycling Strategy complements the vision set out in the Core Strategy which states that the Council wants to:

- Encourage and promote healthier lifestyles and reduce health inequalities.
- Reduce and mitigate the local causes of climate change, mitigate flood risk and other impacts and support the move to a low-carbon future.

The Cycling Strategy can help achieve this vision by increasing opportunities for safe cycling, developing quality cycling routes in the borough, and promoting cycling as a key mode of transport.

### 2.3.2 Local Implementation Plan 2 (2011 – 2031)

The *Local Implementation Plan 2 (LIP2)* is a statutory document that sets out how the Council proposes to implement the *Mayor's Transport Strategy (MTS2)* in Hammersmith & Fulham.

There are seven key objectives set out in the *LIP2* and the *Cycling Strategy* has been produced to ensure that the objectives set out to each complement each other. The seven key objectives can be summarised as:

- Support sustainable population and employment growth in the five regeneration areas.
- Improve the efficiency of our road network.
- Improve the quality of our streets.
- Improve air quality in the borough.
- Make it easier for everyone to gain access to transport opportunities.
- Support residents and businesses by controlling parking spaces fairly.
- Reduce the number of people injured or killed on our streets.

Improving the cycling environment in the borough will have an important role in achieving these objectives, as encouraging more people to cycle will support sustainable growth and the efficiency of our road network. It is also a socially inclusive (economic) way of making journeys due to it being a cheaper mode of transport than the use of the private vehicle or public transport.

Schemes being progressed under *LIP2* will take into consideration the objectives set out in the *Cycling Strategy* to ensure that schemes do not result in a detrimental impact on the cycling environment. Schemes will instead look to positively influence the cycling environment for our residents and visitors.

## 3 CYCLING IN HAMMERSMITH & FULHAM

This section provides an overview of the trends, challenges, and opportunities for cycling in Hammersmith & Fulham.

### 3.1 HAMMERSMITH & FULHAM CONTEXT

Hammersmith & Fulham is an inner London Borough in a strategic location on transport routes between the City and Heathrow. The borough is orientated north-south with most major transport links, both road and rail carrying through traffic east-west across the borough. It has at least four distinct areas each with their own character – Fulham, Hammersmith, Shepherds Bush and Old Oak / Park Royal.

The population of Hammersmith & Fulham is relatively young and ethnically diverse compared to the rest of London. The population is highly mobile with about half of all households having moved in the previous five years. A higher proportion of the population (43%) is between the ages of 19 and 40 years old compared with the rest of London (35%) and the UK (27%).

It is also an area of significant contrast in socio-economic status with wealthy areas (often protected by conservation designations) and other areas that could be regenerated and improved. Despite the borough having some of the highest house prices in London it is ranked as the 38<sup>th</sup> most deprived local authority in the Country partly due to pockets of deprivation concentrated on housing estates, such as in the White City area.<sup>3</sup>

The borough is well served by the London Underground network with the Piccadilly, District, Central, Hammersmith & City, and Circle lines connecting the borough with central London. It is therefore no surprise that 27% of residents use the Underground to travel to work. The opening of new stations at Wood Lane in 2008 and Overground at Shepherds Bush (2008) and Imperial Wharf (2009) has contributed to the increasing number of people utilising public transport. While we already have one of the highest rates of cycling in London, the geography of the borough lends itself to making cycling even more popular due to its close proximity between centres and the fact it is on relatively flat land.

### 3.2 CYCLING TRENDS IN HAMMERSMITH & FULHAM

The number of cycle journeys per day across London has increased from 320,000 in 2001 to 540,000 in 2010. This equates to a 69% increase across London compared to the 110% increase in cycle journeys per day in Hammersmith & Fulham in the same period. The Cycling Strategy aims to continue this growth and create a cycling culture in the borough whereby it is considered the 'norm' for shorter journeys.

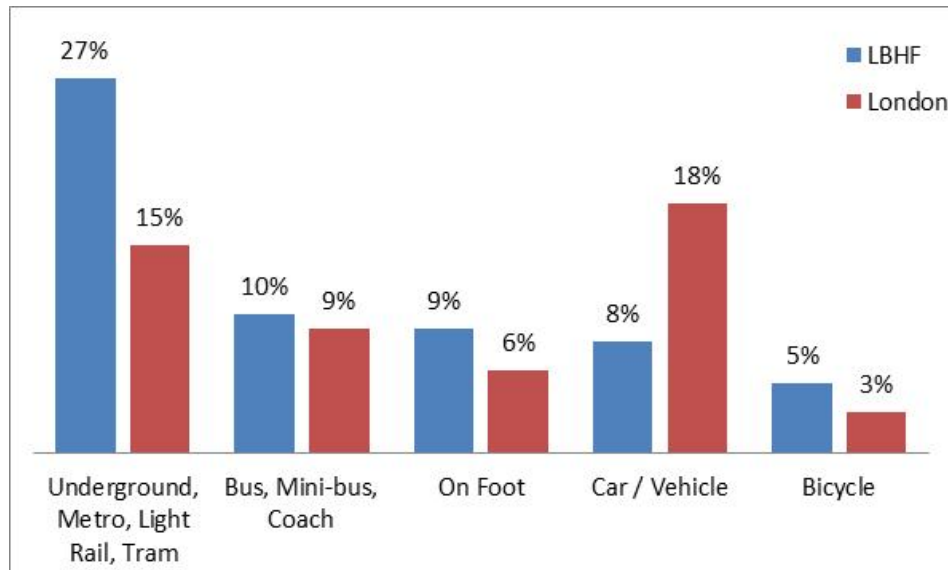
Hammersmith & Fulham has one of the highest cycling rates in London at 4% of all journeys in comparison with 2% for London as a whole. The target in the *LIP2* is to increase the baseline for cycle mode share from 3.9% in 2010 to 8% by 2030/31. Monitoring carried out as part of the *LIP2* indicated that the borough was exceeding the 2013 interim target of 4.5% with a cycle mode share of 5%. The Cycling Strategy aims to

---

<sup>3</sup> Index of Multiple Deprivation (IMD), Office of National Statistics, 2007

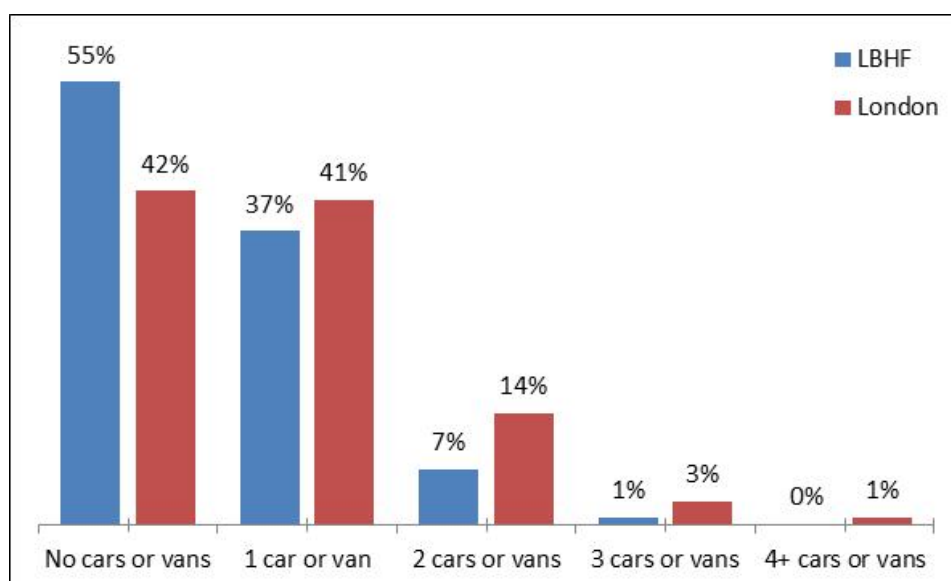
contribute towards achieving the 8% mode share target by 2030/31 contained in the LIP2.

Cycling to work generally has a higher mode share than other types of journey such as shopping. Approximately 6-7% of residents in the borough currently cycle to work and the target is for this to increase to 10%. A Travel Plan Survey for the Council confirmed that 12% of employees currently cycled to work and the ambition is to get other organisations to encourage their employees to cycle to work.



**Figure 1: Travel to work mode split for Hammersmith & Fulham and London (2011)**

The most popular mode of transport for work in Hammersmith & Fulham is the use of the Underground / Rail with a total of 27% compared to 15% for London as a whole. The use of the private vehicle is only the fourth most popular choice for travelling to work compared to being the number one choice of mode for London as a whole. The popularity of cycling compared to the rest of London can be attributed in part due to the average distances travelled to work detailed in Fig 3 below and the flat nature of the borough. The lower rate of car ownership in the borough is also deemed to be a factor in contributing to the higher percentage of people cycling to and from work.





**Figure 2: Private vehicle accessibility for Hammersmith & Fulham and London (2011)**

Residents of Hammersmith & Fulham are less likely to have access to a private vehicle in comparison to the average for London as a whole. A total of 55% of our residents do not have a vehicle compared to 42% for London. The number of people who have one car, two cars or three cars is also lower in the borough than the average for London. The main reason that fewer people commute via private vehicle in our borough is because they work in Central London where they would suffer from congestion and lack of parking.



**Fig 3: Distance to work travelled by residents of Hammersmith & Fulham and London**

The average distance to / from work for London is 11.2km in comparison to 9.1km for Hammersmith & Fulham. The pie charts above illustrates the distance travelled to work for residents of Hammersmith & Fulham and London and whilst relatively similar, the biggest difference is the number of people who commute between 5km – 10km to and from work which is far greater in our borough compared to the rest of London. A distance of 5km – 10km is not deemed too far a distance for cycling to work and explains in part why a greater number of residents cycle to work.

Cyclists already account for a significant proportion of road traffic in some locations. The Central London Cycle Census (2013) carried out by TfL includes a daily count of cyclists on Old Brompton Road at the border between Hammersmith & Fulham and Kensington & Chelsea (refer to Table 1). Over the course of a day (6am to 8pm) a total of 2194 cyclists travelled along Old Brompton Road. Cyclists accounted for 22% of all vehicles travelling on Old Brompton Road during the AM Peak (7am to 10am) and PM Peak (4pm to 7pm).

**Table 1: Old Brompton Road – Total Number of Vehicles (Central London Cycle Census, 2013)**

Time Period / Mode	Cars	Taxis	Motorbikes	Vans	Lorries	Buses	Bicycles	TOTAL

<b>AM Peak (7am-10am)</b>	2236	96	238	161	18	112	794	<b>3655</b>
<b>PM Peak (4pm-7pm)</b>	2273	224	241	53	5	106	617	<b>3519</b>
<b>All Day (6am-8pm)</b>	9315	707	859	531	52	476	2194	<b>14134</b>

**Table 2: Old Brompton Road – Proportion of Total Vehicles (Central London Cycle Census, 2013)**

<b>Time Period / Mode</b>	<b>Cars</b>	<b>Taxis</b>	<b>Motorbikes</b>	<b>Vans</b>	<b>Lorries</b>	<b>Buses</b>	<b>Bicycles</b>	<b>TOTAL</b>
<b>AM Peak (7am-10am)</b>	61%	3%	7%	4%	0%	3%	22%	100%
<b>PM Peak (4pm-7pm)</b>	65%	6%	7%	2%	0%	3%	18%	100%
<b>All Day (6am-8pm)</b>	66%	5%	6%	4%	0%	3%	16%	100%

### 3.3 CYCLE ROUTES IN HAMMERSMITH & FULHAM

The Council produced a map to accompany the previous Cycling Strategy that highlighted the recommended cycling routes within the borough. The cycle routes cover a significant portion of the borough and link in with major services and facilities such as the shopping centres, cinemas and football grounds. A copy of the map of the recommended cycling routes within the borough is contained in Appendix B. This map will be updated as proposals for new cycle routes and facilities are developed.

The main vehicle for cycling improvements in London was the *London Cycle Network (LCN)* which resulted in the implementation of cycle lanes and other cycle facilities such as advanced stop lines for cyclists, advisory cycle routes, segregated cycle tracks, toucans or segregated cycle crossings. Within the borough, the LCN tended to focus on signing cycle routes along main arterials (such as Uxbridge Road, King Street, Scrubs Lane and Wood Lane), as well quiet back streets and off-road routes.

The LCN has now been superseded by the *Mayor of London's Cycling Vision*, which was launched in 2013 and will be the key driver for further enhancement of cycling provision in London.

Since the production of the previous Cycling Strategy in 2004, the following improvements have been made at recognised hotspots in the borough:

- Creation of a two-way cycle track on the north side of Shepherd's Bush Common and the subsequent widening of existing tracks in the Common;
- Improvements to cycle accessibility and safety at the Holland Park roundabout;
- Widening of shared use path and lighting improvements between Rutland Grove and the A4;
- Implementation of a shared cycle path along the A4;
- A connection between Fulham Palace Road and Hammersmith Bridge Road via St Paul's Green allowing cyclists to bypass the Hammersmith Broadway Gyratory;

- Creation of a shared cycle path on the west side of Scrubs Lane between North Pole Road and Mitre Bridge; and
- Implementation of a shared use cycle path along the Thames Riverside Cycle Route between Wandsworth Bridge and Hurlingham Park.

The Council has also installed two public bicycle pumps at Hammersmith Broadway and Baron's Court Station.

### 3.4 CYCLE CASUALTIES IN HAMMERSMITH & FULHAM

Personal injury accident (PIA) statistics over a three year period between January 2011 and December 2013<sup>4</sup> are contained below in Table 3:

**Table 3: Cycling injuries in Hammersmith & Fulham (2011-2013)**

Year	Fatal	Serious	Slight	Total
<b>2011</b>	1	21	149	171
<b>2012</b>	0	31	155	186
<b>2013</b>	0	13	153	166
<b>TOTAL</b>	<b>1</b>	<b>65</b>	<b>457</b>	<b>523</b>

A map of the collisions involving cyclists across the borough is contained in Appendix A.

A total of 523 collisions between cyclists and other road users were recorded between 2011 and 2013. 457 collisions resulted in slight injuries to the cyclist, while 65 collisions resulted in serious injuries. The frequency of collisions resulting in slight injuries to cyclists has been largely static over the three years. However the frequency of collisions resulting in serious injuries to cyclists has reduced noticeably between 2012 and 2013.

Unfortunately, one fatal cycle collision occurred in the borough on April 2011. An experienced cyclist, travelling northbound on Queen Caroline Street, fell between the wheels of a refuse lorry. The collision report from the Metropolitan Police Service indicates that there were no defects with the road or its layout that could have contributed to this collision and this was a rare tragic accident.

The majority of the collisions involving cyclists occurred on the main roads across the borough, often at or near side road junctions where cyclists can often come into conflict with turning vehicles. Noticeable hotspots for cycle collisions (5+) include:

- Goldhawk Road / Stamford Brook Road;
- Kings Road / Maxwell Road; and
- Leamore Street / King Street / Bridge Avenue

Improvements are already planned at several major junctions within the borough to improve safety of cyclists. The proposed schemes are outlined in Section 5.

Collisions between Heavy Goods Vehicles (HGVs) and cyclists have been identified as a significant safety concern within London and the borough. Cyclists involved in a collision with HGVs tend to sustain much more serious injuries than those involving other vehicles. In 2013, there were 14 cycle fatalities in London, nine of which involved HGVs.

<sup>4</sup> The full calendar results for the 2014 are not currently available. However the latest data (up to October 2014) indicates that there have been no further fatal collisions involving cyclists.

Despite the fact that HGVs only account for 4% of vehicles on London’s roads, they are involved in over half of cyclist deaths in London over the last three years.

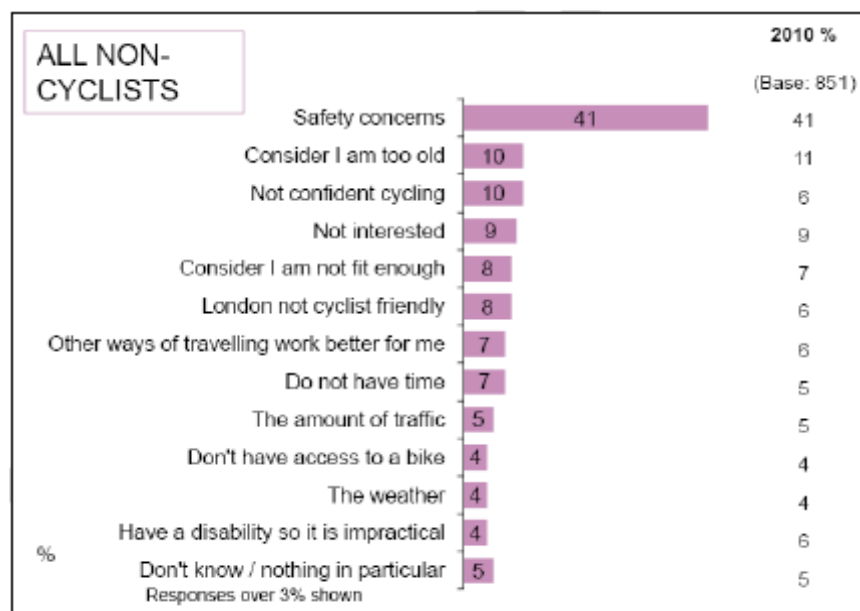
### 3.5 CHALLENGES<sup>5</sup>

Fear of injury is the number one reason why Londoners do not cycle and one of the objectives of the strategy is to improve the cycling environment in the borough and reduce casualty rates (refer to Figure 3). The latest casualty statistics (2013) indicate that cycling in London is actually getting safer.<sup>6</sup> Although there has been a slight upturn in the number of cycling injuries in recent years, this must be viewed in the context of a significant increase in the number of cycle journeys in London. For example, while the number of cyclists killed or seriously injured (KSI) in 2013 has increased by 16% against the baseline of 2005-2009, cycling on London’s major roads has increased by 72% over the same period. As a result, cycle casualty rates per km travelled have actually decreased between 2005 and 2013.

The existing cycle network is seen as not being comprehensive enough and does not address many key barriers which act as a barrier to connecting key services such as schools and hospitals with residential areas.

Poor driver behaviour around cyclists often reinforces the feeling of danger while inappropriate cycling can cause frustration for other road users and pedestrians. One of the key challenges for the borough is to encourage a greater understanding of the potential dangers of inappropriate driver and cyclist behaviour, and promote safe behaviour amongst road users through training and education.

A survey carried out by TfL examined the attitudes to cycling and Figure 3 below illustrates the main reasons given by non-cyclists for not wanting to take up cycling.



**Figure 3: TfL, Attitudes towards Cycling, 2012**

<sup>5</sup> We acknowledge and are grateful for input into this section of the Strategy by Hammersmith & Fulham Cyclists (HFCyclists).

<sup>6</sup> Casualties in Greater London during 2013 Factsheet, TfL, June 2014

The primary factor for not cycling is safety which confirms the challenge facing the Council in trying to achieve a cycling environment that makes cycling a viable choice of transport. Changing the perception of the safety of cycling by creating a cycling environment in which the majority of residents will feel safe and comfortable, will enable a greater use of cycling for multiple trips and purposes.

The concern over cycle safety has been highlighted by highly publicised cyclists' deaths in London (including three in the space of one week in November 2013). In Hammersmith & Fulham the number of injuries to cyclists has generally been increasing over the last five years, but this can be partially attributed due to the increase in the number of people cycling in the borough which increases the exposure of cyclists to the risk of injury (refer to Section 3.4).

Hfcyclists (The local branch of the London Cycle Campaign in Hammersmith and Fulham) identified a number of key challenges to encouraging cycling in the borough:<sup>7</sup>

- The cycle network is not comprehensive and does not connect key destinations such as schools and hospitals with residential areas;
- There is a lot of emphasis on through traffic with residential, high streets and areas near schools often dominated by motor vehicles;
- 20mph zones are not applied consistently to provide the benefits to vulnerable road users that they should;
- Bridges (such as Hammersmith Bridge) and busy junctions are a barrier to cycling rather than a link;
- Multi-lane junctions (such as at Hammersmith Broadway and Shepherds Bush Green) dominate the borough and are unsettling to many cyclists;
- Major developments fail to provide quality space for cycling with Westfield's provision noted as a poor example;
- The quality of roads is often a major deterrent particularly on busy and high speed roads where the need to avoid potholes can place cyclists into conflict with other road users, including pedestrians; and
- There is insufficient cycle parking provision at key locations during peak times at major destinations such as stations or shopping areas.

The Hammersmith Mall Residents Association (HAMRA) and other resident groups have also raised concerns regarding the conflict between pedestrians and cyclists in popular areas such as the Thames Path. (Sections 5.3.7 and 5.3.8)

The Council's proposed method to reduce and overcome these challenges is outlined in Section 5 and aims to build upon the opportunities highlighted in Section 3.6 below.

### **3.6 OPPORTUNITIES**

The current cycling trends in Hammersmith & Fulham highlight the opportunities that exist to increase the level of cycling in the borough compared with other areas in London:

- A commitment from the Council to improve cycling in the borough;
- Continued growth in the popularity and use of cycling;

---

<sup>7</sup> HFCyclists Briefing for Community Safety, Environment and Residents Services Policy and Accountability Committee on Space for Cycling, 7<sup>th</sup> July 2014

- Low proportion of residents owning cars;
- Shorter distances for travelling to and from work;
- The flat geography of the borough lends itself to cycling; and
- A core cycle network that can be built upon and expanded.

These are key factors that can ensure cycling is a viable alternative to the private car or the use of public transport, which do not provide the same health benefits as cycling and are subject to capacity constraints.

Analysis carried out by TfL in 2010 indicated that 31% of trips within the borough currently made by cars can be made by cycles.<sup>8</sup>

The Cycling Strategy is about making cycling a viable option for all by providing the necessary environment for people to cycle in Hammersmith & Fulham, whether for commuting to and from work, or for shopping trips, and leisure. Providing an environment that not only improves safety (reducing the number of cycle collisions) but also reducing the perception of danger will be crucial in increasing cycling as a genuine mode of transport for all people.

Safety is the key to encouraging people to cycle within the borough. This can be achieved through initiatives and improvements such as:

- Providing a cycling environment that is safe for all cyclists;
- Educating road users about how to interact properly and share the road; and
- Training residents, employees and students how to cycle safely and confidently.

Section 5 of the Cycle Strategy outlines the key actions that the Council proposes to take advantage of the opportunities to increase cycling.

---

<sup>8</sup> TfL (2010) Analysis of potentially cyclable trips – London Travel Demand Surveys 2005-08

## 4 BENEFITS OF CYCLING

The Council (through the development of the Cycling Strategy) places a high degree of emphasis on encouraging the greater use of cycling within the borough. This is because cycling is a positive form of urban transport that generates significant benefits for all residents including improved health and wellbeing, increased air quality, and reduced congestion.

This section outlines the justification for the investment in cycling within the borough and the key outcomes that can be achieved through an increase in cycling.

The benefits of cycling can be classified into four main areas:

- Health and Wellbeing
- Environmental
- Economic
- Social

### 4.1 HEALTH AND WELLBEING

Active travel is a key contribution to positive health outcomes. Cycling is a healthy activity which generally makes people fitter, healthier, more alert and less stressed.

Cycling is one of the easiest ways to physical activity as part of your daily routine - it not only gets you where you need to go, but also gets you fit. Regular cycling, such as to work or school, provides a convenient way of reaching the minimum weekly recommended amount of physical activity of 150 minutes, which equates to half an hour five days a week'.

British Health Foundation statistics (2010) indicate that lower physical activity directly causes over 50,000 deaths from cardiovascular diseases (including CHD and stroke) and 20,000 premature deaths from cancer.

Cycling can help with weight loss while reducing strain on muscles and joints associated with walking or jogging, and is a form of exercise physical activity available to most adults and children. Cycling contributes to increased muscle strength that can help to reduce trips and falls for people aged 65 and over. Making journeys to school and other local attractions can help to reduce excess weight amongst children and decrease the negative impacts of growing rates of childhood obesity.

Research carried out by the Parliamentary Environmental Audit Committee (2014) indicated that passengers in cars and taxis are being exposed to significantly higher levels of air pollution than cyclists and pedestrians on roads in London.<sup>9</sup>

In addition, cycling makes people more alert and improves mental well-being and academic attainment amongst school children, while reducing susceptibility to depression, stress, anxiety, and mild dementia. Increased physical activity also reduces absenteeism amongst school children and workers.

People are often reluctant to cycle because of the perceived risk of accidents and injuries. However, on average, the health benefits of cycling are substantially larger than the risk of accidents and injuries when compared to car driving.<sup>10</sup>

---

<sup>9</sup> <http://www.parliament.uk/business/committees/committees-a-z/commons-select/environmental-audit-committee/>

According to the British Medical Association (BMA) cycling 30 minutes per day adds significantly to life expectancy (an average of two extra years of life) and provides a fitness level equivalent to someone ten years younger.<sup>11</sup>

It is intended that the Strategy will contribute towards increasing the number of people who cycle every day and for cycling to become a realistic option for the majority of residents in the borough for a range of daily trips e.g. to work, to the shops, as well as for recreation.

## 4.2 ENVIRONMENTAL

The environmental impact of transport has been acknowledged for a long time. In 1991, the CTC described transport as '*one of the most polluting of all human activities*'.

Overall, the transport sector is responsible for 21% of the UK's greenhouse gas emissions (GHG) in 2011. 92% of emissions came from road transport (as opposed to air, rail etc.); and 99% was CO<sub>2</sub>.<sup>12</sup> Passenger cars account for more than half of all CO<sub>2</sub> emissions from the transport sector – 55% in 2011.<sup>13</sup> This is a significantly higher proportion of emissions than any other vehicle mode (such as HGVs, and buses).

For this reason, a significant modal shift from car use to cycling will provide a major contribution to reducing transport-based pollution due to the low impact of cycling on the environment. Cycling is a zero-carbon transport option that can deliver worthwhile carbon savings at very low cost.

Cycling has a benign environmental impact since it creates no atmospheric and noise pollution, consumes no finite resources and does not cause congestion. Therefore every kilometre travelled by bicycle will be a kilometre without environmentally damaging emissions. If the amount of mileage cycled in Britain were doubled by decreasing car use, this would reduce CO<sub>2</sub> emissions by 0.6 million tonnes per year.<sup>14</sup> Recent evidence shows that the combination of urban noise and air pollution affects cognitive functioning in school children.<sup>15</sup> Any reduction in both noise and air pollution (through increased cycling) may contribute to improved public health and environmental outcomes.

Encouraging a shift from car use to bicycle use can have a significant impact on reducing CO<sub>2</sub> emissions. CTC calculates that the average person making a typical daily commute of 4 miles each way would save half a tonne of CO<sub>2</sub> per year – or 6% of their personal carbon footprint – by switching from driving to cycling.<sup>16</sup>

Promoting the greater use of cycling within the borough, will help the Council contribute towards reducing transport-related emissions and provide a positive impact on the environment.

---

<sup>10</sup> Jeroen Johan de Hartog, Hanna Boogaard, Hans Nijland, and Gerard Hoek (2010) Do the Health Benefits of Cycling Outweigh the Risks? *Environ Health Perspect* 118:1109–1116.

<sup>11</sup> British Medical Association (1992) *Cycling: towards health and safety*. London: British Medical Association

<sup>12</sup> Department of Energy & Climate Change (2013). Transport GHG Inventory summary Factsheet.

<sup>13</sup> Department of Energy & Climate Change (2011). Final UK Emissions Estimates.

<sup>14</sup> Committee on Climate Change (2008). Building a low carbon economy.

<sup>15</sup> Van Kempen et al. (2012) Neurobehavioral effects of exposure to traffic-related air pollution and transportation noise in primary schoolchildren, *Environmental Research*, Volume 115, May 2012, Pages 18–25

<sup>16</sup> CTC (2013). CTC Campaigns Briefing: Climate Change.



### 4.3 ECONOMIC

Cycling produces economic benefits at an individual level as well as for the rest of society.

For individuals, cycling is an economical mode of transport with minimal costs. The purchase, insurance and maintenance costs of a bicycle are a tiny fraction of the costs of running a motor vehicle and there are no fuel or taxation costs.



**Figure 4: Cycling Graffiti in Melbourne, Australia<sup>17</sup>**

A study on behalf of Cycling England suggested that the annual economic benefits produced by each individual, regular cyclist are approximately £540-640 per year.<sup>18</sup> The study also calculated that a 50% increase in cycle trips would create total savings to the economy of more than £1.3 billion per year in terms of premature deaths, NHS costs, absence from work, pollution, and congestion.

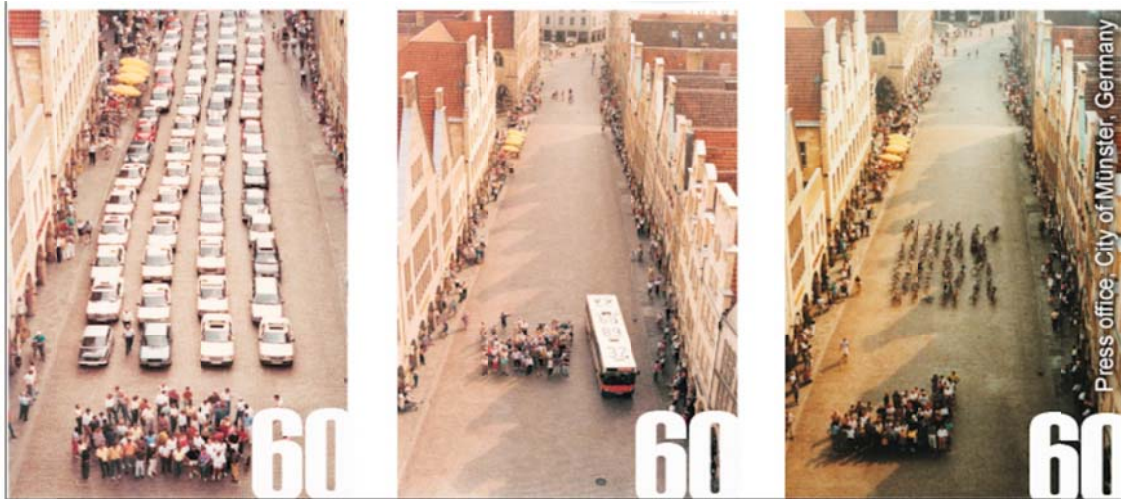
Improved cycling routes can also have a positive benefit for adjacent business owners. In 2012 in New York City, there was a 49% increase in retail sales along a road with a newly implemented protected cycle lane, compared with just a 3% increase across the whole borough.<sup>19</sup>

The greatest potential economic benefit of cycling is in terms of reduced congestion. The Roads Task Force estimates that the annual cost of vehicle delay on London Roads is £4bn. The TLRN accounts for 37% of this (£1.5bn) and the Borough Principal Road Network 45% (£1.8bn). Increasing the number of cycle trips made, particularly short trips currently made by car, can help to remove the number of vehicles from the road as cycling is a more efficient means of utilising limited road space within urban areas. The total area of space required for cyclists is significantly less than the area required for the same number of single-occupant vehicles (refer to Figure 5).

<sup>17</sup> Peter Drew, Adelaide, <https://www.flickr.com/photos/carltonreid/4646637491/>

<sup>18</sup> SQW (2007). Valuing the Benefits of Cycling. Cycling England

<sup>19</sup> New York City Department of Transport (2012) Measuring the Street: New Metrics for 21st Century Streets.



**Figure 5: Comparison of road space required for 60 people travelling by (left to right) car, bus and bicycle<sup>20</sup>**

The potential savings to the economy that can be made from increasing cycling is highlighted by the recent Sustrans report (2014) that states just a 10% reduction in the number of cars making the school run is worth £46.8 million a year to the economy.

Inactivity costs Hammersmith & Fulham over £2 million a year in primary and secondary health care costs.<sup>21</sup> As a result, encouraging cycling as a means of increasing levels of physical activity amongst residents can have significant economic (as well as health) benefits.

#### 4.4 SOCIAL

Cycling also has wider social benefits increased accessibility and mobility, and reducing pressure on other forms of transport.

Cycling can help to increase the mobility of people who do not have access to private motor vehicles. After walking, cycling is the most easily accessible form of transport. It does not require proximity to public transport services, government licensing, or a significant monetary investment. Cycling allows people improved choice in travel options and can help improve access to important services, social networks, and friends. This is particularly important for elderly people as cycling enables them to be more self-reliant, as well as keeping active. Cycling is more flexible than other forms of transport as it is not confined to specific routes and services, and users can travel between multiple destinations (refer to Case Study 1 below).

Cycling also has a wider social benefit through reducing traffic congestion and crowding on bus and rail services. Congestion and overcrowded public transport services are key contributors to stress amongst employees in London. Increasing the mode share for cycling provides additional capacity for other people who choose to (or have no other choice to) travel by car and on public transport services. For many journeys cycling can be faster than walking, using public transport or travelling by private motor vehicles. This can reduce the time spent commuting and provide cyclists with increased leisure time to undertake other activities.

<sup>20</sup> City of Münster press office, Germany, 1991

<sup>21</sup> Hammersmith & Fulham (2014) Joint Strategic Needs Assessment

Cycling can also be a therapeutic activity that can help to reduce stress. Physical activity has a beneficial effect on mental health and psychological well-being and it helps to alleviate the symptoms of anxiety and stress. Many cyclists report that cycling regularly reduces their perceived levels of stress and promotes relaxation.

### CASE STUDY 1: Tigist Negash

Before April 2010, Tigist Negash, a 34-year old student and mum of three had never cycled in her life. For years Tigist spent the school run chasing after her two sons who liked to cycle to their primary school as their mum walked behind. Tigist was struggling to get to college on time in between dropping her sons at school and her daughter at nursery and couldn't rely on the bus or walk the distance quickly enough.

When Sustrans began working with her son's school to encourage more children to cycle, Tigist decided to take part in a cycling course, sponsored by the Council's Bikeit Programme. The course was created especially for parents and carers, to prove just how easy it is to cycle for short local journeys.



“Every morning, I cycle with them to school, then I go on to college in Hammersmith, about a mile away. I have to be there at 9.30am, and if I took the bus or walked I wouldn't be able to get there in time. Without being able to cycle, I wouldn't be able to go to college”.

She now cycles every day and uses her bike to accompany her two sons to school and carry her daughter to nursery before going on to college to study English.

## 4.5 BENEFITS SUMMARY

**Table 4: Summary of cycling benefits**

Benefits	
<b>Health and Wellbeing</b>	<ul style="list-style-type: none"> <li>- Cycling makes people fitter, healthier, more alert and less stressed</li> <li>- Convenient way to physical activity as part of your daily routine</li> <li>- Helps with personal weight management</li> <li>- Reduced exposure to air pollution</li> <li>- Health benefits of cycling are substantially larger than the risk of accidents and injuries when compared to car driving</li> </ul>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>- Cycling is a zero-carbon transport option</li> <li>- A modal shift from car use to bicycle use can have a significant impact on reducing CO2 emissions</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>- Cycling is an economical mode of transport with minimal costs once the bicycle has been purchased</li> <li>- Total savings to the economy of more than £1.3 billion per year in terms of premature deaths, NHS costs, absence from work, pollution and congestion</li> <li>- More efficient means of utilising limited road space within urban areas</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>- Cycling increases mobility for people without access to private motor vehicles</li> <li>- Reduces traffic congestion and crowding on bus and rail services</li> <li>- More sociable mode of transport than cars</li> <li>- Can be therapeutic and help to reduce stress</li> </ul>

## 5 WAY FORWARD

The primary purpose of this Strategy is to increase the number of cycle journeys made in the borough.

The key objectives of the Cycling Strategy are:

- 1. Enhance and extend cycle routes to create a comprehensive network;**
- 2. Create more space for cycling to improve cycle safety;**
- 3. Reduce the dangers (and the perception of the dangers) of cycling and reduce conflicts; and**
- 4. Provide more cycle parking and cycle hire locations within the borough.**

This will be achieved in a number of ways:

- Collaborating with TfL on the development of Cycle Superhighways to extend the cycle network;
- Implement a network of Quietways building on the existing cycle network;
- Working with TfL on creating more space for cyclists through the Better Junctions programme;
- Create a safer environment for cyclists by consulting on 20mph speed limits across the borough;
- Provide cycle training for adults and children (as well as developing School Travel Plans) to increase participation and confidence in cycling;
- Provide training to increase awareness between different road users and cyclists;
- Increase the number of cycle storage and parking options;
- Develop and expand the Mayor's Cycle Hire scheme within the borough; and
- Ensure that new developments are designed to encourage cycling and provide sufficient levels of sheltered and secure parking.

In order to deliver the above objectives we have created an Action Plan detailing all the schemes that that will improve the cycling environment in Hammersmith & Fulham.

### 5.1 ENHANCE AND EXTEND CYCLE ROUTES TO CREATE A COMPREHENSIVE NETWORK

#### 5.1.1 Cycle Superhighways

Cycle Superhighways are cycle routes running from Outer London into and across central London. They are intended to provide faster and more direct journeys to and from the city and provide segregation for cyclists from other road users (including car, lorries, and pedestrians).

TfL are currently developing a network of high quality Cycle Superhighways along the TLRN. The protected lanes will cater for the desire of commuter cyclists for fast, direct routes, as well as providing a safe, segregated route for less-confident cyclists.

Four Cycle Superhighways have already been implemented, and the current TfL strategy is to develop two further routes within the borough:

### [East-West Cycle Superhighway](#)

The proposed East-West Cycle Superhighway would run between Tower Hill and Acton. The section of the East-West Cycle Superhighway through the borough would involve a two way segregated cycle track along the elevated A4 Westway between Kensington and Chelsea to Acton. TfL is currently undertaking consultation on the Tower Hill to Westway section of the Cycle Superhighway while consultation on the Westway to Acton section will be undertaken at a later date.

The Council will work closely with TfL, neighbouring boroughs and WestTrans to develop the Westway to Acton Section of the East-West Cycle Superhighway in accordance with the Cycling Strategy. The Council will advocate for connections from the Cycle Superhighway to the local cycling network to create a continuous, connected network, and ensure that the route caters for local cyclists as well.

### [Cycle Superhighway 9 / A315 Segregated Route](#)

Cycle Superhighway 9 (CS9) was a proposed route from Hounslow to Kensington & Chelsea running along King Street and Hammersmith Road. The development of CS9 was suspended in 2013, pending a review into the future of the cycle superhighways programme. However the Council expected that the route would come back in some other form. The section of the route along King Street and Hammersmith Road was identified in the Council's 2015/16 TfL Funded Integrated Transport Programme.

In October 2014, it was announced that the section of proposed CS9 route running through Hammersmith & Fulham and Hounslow boroughs would proceed. However the section of the route through Kensington & Chelsea borough would not be included. The revised scheme would not be part of the formal cycle superhighway network and is now known as the "A315 Segregated Route".

TfL have informed the Council that a significant amount of funding has been put aside for the investigation, design and implementation of a segregated cycle route. The Council expects that the detailed design of the route will be developed by 2016.

The Council will take a lead role in the development of the A315 Segregated Route. We will work with both TfL and Hounslow to ensure that a high-quality, segregated route is developed, that is consistent with the Council's aspiration for cycling within the borough. We are aware of the difficulties associated with the implementation of a segregated route and will work to ensure that the facilities do not reduce the available space or safety of pedestrians.

A map of the indicative Cycle Superhighway routes through the borough is contained in Appendix C. This map will be updated as proposals for the Cycle Superhighway are developed.

#### **5.1.2 Quietways**

Quietways are a network of radial and orbital cycle routes throughout London. They will be well-signed, linking key destinations that follow direct back-street routes, through parks, along waterways or tree-lined streets.

Quietways are designed to overcome some of the most important barriers to cycling, targeting less confident cyclists who want to ride on quieter streets, whilst also providing for existing cyclists who want to travel at a gentler pace.

TfL have identified seven pilot Quietways that will be developed between November 2014 and May 2016. The Council is currently working with TfL to identify and develop a network of Quietways within the borough. The Quietways will build-on and improve some of the existing cycle routes developed by the Council throughout the borough.

### [Hammersmith & Fulham Quietways](#)

Five potential Quietways have been identified (in consultation with the GLA and TfL) within the borough.<sup>22</sup>

- Route 376 – Hammersmith Bridge to Hounslow boundary via the Thames Path;(LIP)
- Route 211 – Putney Bridge to the proposed East-West Superhighway at White City via Hammersmith and Shepherds Bush;
- Route 212 – Putney Bridge to Earls Court;
- Route 213 – East Acton to Kensington & Chelsea boundary; and
- Route 323 – Earls Court to King Street.

Route 177 (along the Grand Union Canal) has also been identified as passing through the borough. However the Canal River Trust will be responsible for the development of Route 177 in consultation with the Council and other London Boroughs.

A map illustrating the indicative routes for Quietways routes within the borough is contained in Appendix C. This map will be updated as proposals for Quietways routes are developed.

We consider that Routes 1 and 2 should have the highest priority for implementation. Route 1 would provide a continuation of the existing Thames Path cycle route between Putney Bridge and Hammersmith Bridge. Route 2 would provide a key north-south cycle route across the borough, allowing cyclists to avoid the Hammersmith Broadway Gyratory, and connect the Thames Path cycle route with the proposed East-West Superhighway.

TfL funding for Quietways is being distributed in phases, with an initial tranche of routes to be funded and developed by 2016. In March 2015, TfL confirmed that Route 213 will be the first Quietway route to be progressed within the borough. The Council will develop Route 213 in collaboration with TfL and key stakeholders. We will collaborate with neighbouring boroughs to ensure that the timing and routes of the proposed Quietways are aligned to create continuous, connected routes across West London. Route 213 is expected to be implemented in 2016.

TfL have set aside funding from the Quietways programme for a small number of “large interventions” (such as the crossing of railway lines or major roads) which would otherwise leave large gaps in the network. The large interventions are likely to be the costliest proportion of the development of the routes, with the remainder of the routes being delineated with signs and road markings. TfL have developed a distinctive branding for the development of the Quietways that will be utilised along the routes.

The Council will develop the alignment of Routes 1 and 2 in collaboration with TfL and key stakeholders. The timeframe for implementation of the Quietway Routes will be dependent on the availability of TfL funding to cover the cost involved in delivering the

---

<sup>22</sup> The proposed Quietways routes have been numbered 1 to 5 for ease of reference. This does not reflect their official designation within the Quietways network.

projects. However some of the routes (such as Route 4) should be relatively simple to implement.

We will collaborate with neighbouring boroughs to ensure that the timing and routes of the proposed Quietways are aligned to create continuous, connected routes across West London.

### 5.1.3 Filtered Permeability

An ideal cycle network would be one that maximises permeability (makes it easier for everyone to walk and cycle in all directions), but exerts tighter controls on through-movement and access for motorised traffic. This is called Filtered Permeability. When applied to cycling, this approach involves choosing selective point closures to motor vehicles, or contra-flow working for one-way streets, and the use of linking off-highway paths and routes through green spaces. Filtered permeability can play a significant role in making cycle routes more attractive, fast and convenient.

We will continue to explore options of implementing filtered permeability through point closures whereby roads are closed at certain points to motor vehicles but cyclists and pedestrians still have access. There are already over 50 point closures throughout the borough.

We will continue to plan and investigate the use of contra-flow cycle routes and two-way cycling on appropriate one-way streets to improve cycle permeability and accessibility across the borough. The Council has already implemented a number of schemes permitting two-way cycling on one-way streets (refer to Figure 6 below).



**Figure 6: Rainville Road – Two-way Cycling permitted on one-way road**

The Council are currently investigating the potential for two-way cycling on Bridge Avenue in order to improve accessibility to the Mayor's Cycle Hire docking station and the shared path on the A4.

The decision to implement point closures and contra-flow cycle routes will be on a case-by-case basis and is not intended to be a blanket measure for the entire borough. There is also the potential to integrate contra-flow cycle routes and point closures within the Quietway routes.

### 5.1.4 Small Local Cycling Improvements

Some of the best ideas for cycling improvements come from local residents and cyclists who travel through the borough on a daily basis. They can identify deficiencies in the

network and areas where minor changes can significantly improve the comfort of cycling in the borough.

We aim to maintain a database of requests, and investigate the feasibility of schemes and projects that are suggested by local residents, interest groups and stakeholders. The purpose of this would be to help create a connected and comprehensive cycle network throughout the borough. The types of schemes and projects that will be investigated are likely to be small-scale interventions and can include:

- Two-way cycling on one-way streets;
- Point closures to motor vehicles (or 'modal filters') that allow cycle permeability;
- Parallel pedestrian / cycle crossings and Toucan Crossings;
- Suggested locations for new cycle parking / cycle stands; and
- Removal of road markings and street clutter.

The proposed approach is intended to make the cycle network in the borough more adaptable and responsive to the change in priorities that is occurring throughout London.

The Council intends that the discussions from the proposed Cycle Forum (refer to Section 5.3.12) will also help to inform this process.

#### **5.1.5 Maintenance of Cycle Facilities**

A key component of extending the cycle network is ensuring that cycle facilities are properly maintained. The Council undertakes a pro-active approach to the maintenance of carriageways and cycle facilities.<sup>23</sup> This involves a planned maintenance programme to resurface and replace carriageways before they deteriorate significantly.

Each road in the borough is surveyed a minimum of twice a year to monitor the condition of the surface. Safety inspections for segregated cycle routes (including off-carriageway tracks) are undertaken every 3 months while cycle lanes are inspected at the same as the road they are located on. In the case of major roads such as King Street, this means that the segregated cycle lane is inspected monthly.

Requests for maintenance received from councillors and third parties (such as residents and cyclists) are investigated and (if the conditions warrant) they are added to the list of planned maintenance. Any defects or damages to carriageways, footways, cycle lanes or cycle facilities can be reported via the Hammersmith & Fulham Council website.

## **5.2 CREATE MORE SPACE FOR CYCLISTS TO IMPROVE CYCLE SAFETY**

At the end of 2013, the London Cycling Campaign (LCC) launched its '*Space for Cycling*' campaign, advocating for streets that have either:

- Protected tracks or lanes; or
- Traffic volumes and speeds at a low enough level so that ordinary people can cycle in safety and comfort.

---

<sup>23</sup> London Borough of Hammersmith & Fulham (2012) Highway Maintenance Management Plan



We support the LCC campaign, with 59% of the current Hammersmith & Fulham Councillors supporting the *Space for Cycling campaign*.<sup>24</sup> We will seek to implement the following measures to create more space for cyclists and improve cycle safety.

### 5.2.1 Better Junctions

As part of the *Mayor's Vision for Cycling*, TfL has carried out a review of the most dangerous intimidating and high profile junctions and gyratories in London. The programme has been focused to make substantial improvements at 33 locations, including the Hammersmith Broadway Gyratory.

The Hammersmith Broadway Gyratory is a key barrier to cycle movement across the borough. The gyratory is at the junction of key north-south (A219 – Fulham Palace Road – Shepherd's Bush Road) and east-west (A315 – King Street – Hammersmith Road) routes within borough. However, the large and intimidating nature of gyratory dissuades many cyclists from using these direct routes, forcing them to take longer detours along routes where they feel safer. Improving the design of the gyratory so that it provides a safe environment for all cyclists will provide a step-change in cycle provision for the borough and has the potential to unlock cycle access to the Hammersmith Town Centre.

The Council is collaborating with TfL and the GLA to progress a scheme that will provide a safe environment for cyclists. At the time of writing, the proposals for the Gyratory are not yet known, but it is expected that a scheme will be implemented and completed by June 2017. Any detailed proposals for the redesign of the Hammersmith Broadway Gyratory will be subject to a separate and comprehensive public consultation process.

The Council is responsible for the roads around the Hammersmith Broadway Gyratory, and we will seek to ensure that any proposed improvements are consistent with the aspirations of the Cycling Strategy.

### 5.2.2 Borough Junctions

The collision data contained in Section 3.4 indicated that there are several junctions located on the borough road network that have apparent cycle safety issues. The following junctions have been highlighted as having a high level of collisions and casualties, and funding has been allocated to undertake improvements:

- Uxbridge Road / Old Oak Road
- Scrubs Lane / North Pole Road
- Fulham High Street / New Kings Road

We will ensure that any proposed junction safety upgrade considers the potential risk to cyclists and provides improved facilities, where appropriate. This could include providing Advanced Stop Lines (ASLs), cycle feeder lanes, or continuing cycle lanes through junctions.

### 5.2.3 20mph Roads

Reducing the average speed of vehicle traffic is an established means of providing a safer road environment for cyclists. 20mph speed limits are an essential way of providing

---

<sup>24</sup> <http://lcc.org.uk/pages/borough-league-table>

more space for cyclists within the borough and will make roads more cycle-friendly and safer for cyclists.

A 20mph speed limit reflects the London Cycling Design Standard that states, wherever possible, 20mph should be the maximum speed limit on roads forming part of designated cycling routes. The Council has previously implemented 20mph speed limits as part of its *LIP2*. At present, about a third of the residential streets in the borough have a 20mph limit but the network is somewhat dispersed.

Consultation regarding a 20mph speed restriction is being undertaken in early 2015 with local residents and businesses. The consultation only covers the borough roads as the major strategic roads (such as the A4 and A40) are managed by TfL as part of the TLRN. The decision regarding the implementation of a 20mph speed restriction will be decided as a result of the public consultation process.

#### **5.2.4 Hammersmith Bridge**

Hammersmith Bridge is a vital link from the borough to southwest London and a key connection over the River Thames for vehicles, buses, cyclists and pedestrians. However the historic design of the bridge (with narrow lanes and pinch-points) can pose a potential safety risk to cyclists. Since 2011, there have been two collisions involving cyclists on the northern end of the bridge, resulting in slight injuries.

The Council has recently undertaken essential repairs to the timber panelling, resurfaced the carriageway, and altered the road markings on the Hammersmith Bridge to improve road safety for motorists and cyclists. The improvements have provided a better quality surface for cyclists and also encourage cyclists to stay in the “primary position” (within the main traffic flow) thereby discouraging motor vehicles from overtaking cyclists on the bridge.

HFCyclists have raised concerns about the issue of vehicles overtaking cyclists at the narrow pinch-points on the bridge. HFCyclists have suggested that a 20mph speed limit and improved signage and / or markings are necessary to mitigate this potential safety issue to cyclists and have campaigned for a 20mph limit on the bridge for several years.

We are about to implement a 20mph speed limit on the bridge (subject to consultation). This will enable cyclists to more easily maintain the primary position, as well as reducing the speed differential between cyclists and other vehicles. Officers will also urgently work with local cyclists to improve signs and road markings on and near the bridge to increase safety of cyclists and pedestrians. Any proposed improvements will be subject to a consultation process to ensure that they are appropriate, fit-for-purpose, and comply with current guidance.

We have recently improved the cycle track leading to the bridge alongside Hammersmith Bridge Road and Richmond Council are planning improvements to the approach to the bridge from the south.

#### **5.2.5 Segregated Cycle Facilities**

The Council supports segregated cycle facilities as evidenced by our support for the LCC's *Space for Cycling Campaign*. Segregated cycle lanes and tracks can provide a

high level of service and improved feeling of safety for cyclists. However segregation can create issues along roads with a high degree of kerbside activity, and at junctions. For this reason, segregation is often the most applicable solution for roads with a high movement function, such as arterial roads, and connectors. Where cycle routes are along busier roads, or pass through busy junctions, segregation will be considered if required to ensure connectivity and safety of cyclists.

We acknowledge that there are significant benefits that can be generated from segregation, and we will continue to lobby for support and funding to provide segregated cycle facilities, where this is the most appropriate solution. However, prior to the implementation of segregated cycle facilities, an extensive public consultation process will be undertaken.

### **5.2.6 Light Segregation**

The Council are trialling the use of “light segregation” on Goldhawk Road as part of the Shepherds Bush Town Centre West project. The purpose of the light segregation is to provide increased protection for the proposed on-road cycle lanes on Goldhawk Road.

The type of treatment proposed includes the use of raised traffic separators such as Armadillos. Light segregation is advocated within the London Cycling Design Standard document and has been used on Royal College Street in the London Borough of Camden. The scheme included in the use of Armadillos as well as planter boxes to provide additional protection for cyclists travelling on-road (refer to Figure 7).

The Council will consider the use of light segregation for schemes where on-road cycle lanes are proposed along main traffic routes through the borough, taking into account the results of the light segregation trial on Goldhawk Road.



**Figure 7: Armadillos and planters provide light segregation in Camden**

## 5.3 REDUCE THE DANGERS (AND THE PERCEPTION OF THE DANGERS) OF CYCLING AND REDUCE CONFLICTS

The Council recognises that improving the safety of cycling within the borough is only achievable through a combination of “hard” infrastructure measures, and “soft” behavioural initiatives as well.

The Council will build upon existing initiatives to reduce conflicts between road users and reduce the perception of the dangers of cycling within the borough.

### 5.3.1 Encouraging More Cycling By All

As outlined in previous sections, Hammersmith & Fulham has significant potential for increasing the number of cyclists locally. However, there is still a perception that cycling is an activity that is only for young, fit, and confident individuals.

Hammersmith & Fulham is an incredibly diverse borough. We want to encourage much more cycling. The only way this can be achieved is by making cycling a safe and attractive option for all members of society. We also want to encourage cycling amongst disabled people – cycling is the second most popular activity (after swimming) for disabled people, but often requires specially adapted bikes.

The Council wants to encourage more cycling by a greater range and diversity of cyclists through:

- Raising awareness of the cycle facilities and services – the Council and other organisations offer numerous initiatives to help people take up cycling and to stay safe;
- Providing free cycle training for individuals in the borough – training can empower cyclists to cycle more confidently so that there is no need to avoid key routes. The adult cycle training offered by the Council has a high participation rate for women and people from black and minority ethnic groups;
- Continuing to offer all-ability cycling sessions for disabled people, delivered by our preferred cycle trainers
- Working with schools to provide cycle training for students and developing School Travel Plans – providing safe facilities and encouraging children to cycle to school safely can create a culture of cycling from a young age ;
- Providing training for drivers and minimising the risks from larger vehicles – creating an awareness of other road users is essential to encourage cycling while the presence of larger vehicles is seen as a major barrier to cycling;
- Extending the 20mph speed limit to more streets within the borough – lowering the relative difference in speed between road users can make the streets safer and make roads seem less hostile to the least confident users;
- Running regular maintenance sessions - teaching people to protect and maintain their bike can ensure that they cycle regularly; and
- Creating a network of traffic-calmed streets and parks – this enables children to learn to cycle within their local neighbourhood.

### 5.3.2 Safer Lorries Scheme

TfL and London Councils are proposing to work with the London boroughs to introduce a *Safer Lorries Scheme (SLS)* to increase the safety of vulnerable road users in London. The scheme is to be implemented by three Traffic Regulation Orders (TROs) that will together cover almost all roads in Greater London, including Borough Roads and Heathrow Airport. The *SLS* will ensure all Heavy Goods Vehicles (HGVs) driving in

London are fitted with side guards and extended-view mirrors even where they are exempt from national regulations, subject to a very small number of exceptions.

The purpose of the *SLS* is to improve the safety of HGVs operating in London by preventing some collisions from occurring, preventing fatalities and reducing the severity of injuries from collisions that do occur, particularly those involving vulnerable road users such as cyclists and pedestrians.

From 2015 the *SLS* will require almost all HGVs, irrespective of current exemptions, over 3.5 tonnes that drive in Greater London to be fitted or retrofitted with:

- Side guards (also known as “lateral protection devices”) irrespective of vehicle type; and
- Both Class V and VI mirrors, irrespective of vehicle age or registration date.

After a thorough consultation process, TfL together with London Councils and Heathrow Airport have decided to progress the *SLS* to the next stage and proceed with TROs that would bring this scheme into effect.

Hammersmith & Fulham Council fully supports the *Safer Lorries Scheme* and is committed to implementing the TRO on the borough road network. The proposed TROs provides a simple, quick solution to prioritise the safety of the most vulnerable road users (pedestrians, cyclists and motorcyclists) across all London roads. The proposed safety improvements to lorries will be reinforced by the Council’s *Safer Lorries and Vans Strategy* and training to improve driver behaviour such as *Exchanging Places* and *Safer Urban Driver (SUD) Training*.

### **5.3.3 Exchanging Places**

The Council is one of the pioneering boroughs in providing “*Exchanging Places*” training for both lorry drivers and cyclists. The primary purpose of *Exchanging Places* is to educate and inform people about the dangers of cyclist / lorry interactions through mutual awareness sessions. This involves getting cyclists into lorry cabs, and lorry drivers onto bikes, so that each gets a better understanding of the other’s perspective.

The Council has worked collaboratively with TfL to develop a Driver CPC (Certificate of Professional Competence) accredited training course for lorry drivers.

The Council supports the continuation and expansion of the *Exchanging Places* training course, e.g. an extension to include training for bus drivers, in order to reduce conflicts between large vehicles and cyclists, and reduce the dangers of cycling.

### **5.3.4 Safer Lorries and Vans Strategy**

The Council has secured additional funding from TfL for the development of a *Safer Lorries and Vans Strategy* to address the issue of collisions between freight vehicles and cyclists. Heavy Goods Vehicles (HGVs) are proportionally over represented in fatal collisions with cyclists and pedestrians, with 53% of cycle fatalities in London between 2008 and 2012 involving direct conflict with a HGV. This is despite the fact that only 5% of vehicles on the roads are HGVs. In 2011, seven of the nine large vehicles involved in a fatal cyclist collision in London were construction vehicles.

The objectives of the Council in developing the Strategy are to:

1. Secure Gold standard accreditation with the Fleet Operators Recognition Scheme (FORS) for its own fleet.
2. Work with the Council's increasing number of contractors to achieve Gold standard accreditation with the FORS.
3. Reduce the number of collisions between cyclists and construction vehicles through Planning Controls and local initiatives.

FORS is a freight safety scheme operated by TfL that encourages best practice for road freight operators working in London

The Safer Lorries and Vans Strategy will ensure that the Council's own fleet meets the required FORS standards and encourage the use of the FORS standards to reduce the risk of conflicts between cyclists and freight vehicles.

### **5.3.5 Safer Urban Driver (SUD) Training**

The *Safer Urban Driver* (SUD) training is a one-day course available for any professional Large Goods Vehicle (LGV) driver who drives within the borough. The SUD training course focuses on vulnerable road users such as pedestrians and motorcyclists but has a particular focus on cyclists. The course includes a theoretical classroom module and an on-road practical module that gives drivers a 'real life' experience of a cyclist's perspective of riding on busy London roads.

The Council has secured funding from TfL for the SUD Training. This will allow an increased number of courses to be run and an increased number of drivers to benefit from the training. Since 2011 over 1,100 lorry drivers have received this training from our base in Fulham.

### **5.3.6 Cycle Training**

The Council is committed to making the roads safer for cyclists, drivers and pedestrians by providing free or subsidised training to improve the skills of cyclists within the borough.

The Council provides free or subsidised adult cycle training for anyone living, working or studying in Hammersmith & Fulham. The cycle training consists of a private, two-hour, one-to-one session with trained cycle instructors anywhere in the borough. We also provide cycle training for school children as part of the School Travel Plan process.

The cycle training is based around the Bikeability cycle course with levels of training for both beginner and experienced cyclists. The training is designed to provide cyclists with the necessary skills and confidence to ride on today's roads. The training focuses on key aspects of positive and safe cycling behaviour including:

- Being aware of lorries and large vehicles;
- Cycling away from parked cars;
- Looking behind regularly;
- Using hand signals to indicate movements;
- Being considerate to pedestrians; and
- Not riding through red lights or on pavements.

Children who take part in the cycling and pass the test at the end are awarded a certificate and badge to signify that they have effectively completed the training. The cycle training helps towards achieving the targets set out in School Travel Plan.

Cycle training for adults and school children is an essential component of encouraging good cycling behaviour and providing cyclists with the necessary skills to cycle round the borough in a safe and courteous manner. Cycle training provides a major opportunity to provide people with the confidence to use the roads, effectively share the available space, and reduce the incidence of behaviour that puts cyclists in conflict with other users (such as cycling on footways and ignoring traffic signals).

The Council receives annual funding from TfL to provide cycle training and we will continue to promote and carry out the training to benefit of everyone living, working, studying or travelling within the borough.

As well as encouraging good cycling behaviour, the Council also uses feedback from local residents and businesses, (along with collision data) to identify “hotspots” for poor behaviour. Where potential enforcement issues are identified in a particular area, the Council works closely with the local enforcement authorities to ensure that positive behaviour amongst all road users is encouraged. In December 2013, the Metropolitan Police undertook “Operation Safeway” – a London-wide ‘blitz’ on offences by cyclists and vehicle drivers, such as running red lights and riding on footways. In Hammersmith & Fulham, Penalty Charges were issued to 100 cyclists as well as 174 vehicle drivers.

### **5.3.7 Pedestrian/Cyclist Conflict**

Pedestrians and cyclists have numerous similarities that make them complementary modes of transport. Walking and cycling are healthy, environmentally-friendly, and inexpensive modes of transport which have historically been marginalised in favour of motor vehicles. However, there are also noticeable differences between walking and cycling (particularly in terms of speed) that need to be recognised within the local transport network. Increasing the space for cycling should not come at the expense of pedestrians or bus passengers, and vice versa.

One of the major issues that generate conflict between cyclists and pedestrians is cycling on the footway, particularly due to the difference in speed and manoeuvrability of cyclists and pedestrians. Cycling on the footway is illegal under sections 72 (“wilfully ride on any footway or footpath”) and 78 (“hinder or obstruct the free passage of a footway or passage”) of the Highways Act 1835. Cyclists who ride aggressively or inappropriately on the footway can deter people from using public space. Although pedestrians are rarely struck by cyclists, the surprise and shock of a cyclist suddenly approaching, can make some pedestrians wary of injury. This also applies to spaces which are shared legally shared between cyclists and pedestrians such as parks, and we will take measures to encourage cyclists to ride with courtesy and consideration, use separate paths where appropriate, and slow down.

Cyclists often ride on short sections of footway to avoid dangerous junctions and reduce the risk of harm from motor vehicles. The development of the Quietways network, Cycle Superhighways and the proposed borough-wide 20mph speed limit will provide a safer on-street environment for cyclists throughout the borough that will minimise the need to cycle on the footway. Our cycle training also gives cyclists the skills and confidence to ride on busy roads and emphasises the illegality of cycling on footways.

### 5.3.8 Thames Path

The Thames Path is a national trail that runs for 184 miles from the source of the Thames in Gloucestershire to the Thames Barriers in East London. Most of the route is open to cyclists as well as walkers, as it provides an attractive traffic free route.

The section of the Thames Path either side of Hammersmith Bridge is heavily used by pedestrians and cyclists. There are numerous pubs along the river (including The Blue Anchor, The Dove, The Old Ship and The Black Lion) and the congregation of people creates narrow pinch-points. The Dove Passage (connecting Furnivall Gardens and Upper Mall) is a noted pinch-point. There are signs advising cyclists to dismount when cycling through the Dove Passage. It is recognised that this provides the safest and most direct route along the Thames Path.

This section of Thames Path is covered by three different areas of legislation - Highways, Open Space and a special Act of Parliament relating specifically to the Upper Mall and small areas of the Lower Mall.

The Council is aware of the potential conflicts and issues related to the Thames Path. We have received feedback from local residents, cyclists and the Hammersmith Mall Residents' Association (HAMRA). We want to encourage all users to continue using the Thames Path but we recognise that there is a need to provide improvements to reduce potential conflicts between users. We will work proactively with Hammersmith Mall Residents Association (HAMRA) and other resident groups to develop better methods to make clear that pedestrians have priority along sensitive routes such as the busy Thames Path stretch that runs in front of the Mall Conservation Area. Cyclists will be encouraged to use the safer path that runs to the north of Hammersmith Mall to avoid this busy path, where homes, boat clubs and pubs face onto the river path and attract large numbers of pedestrians. The Council will also recommend that the proposed Quietway takes that route. If a small minority of cyclists continue to behave dangerously along the Thames Path, enforcement measures could be considered.

Our strategy for the Thames Path consists of:

- Encouraging cyclists away from pinch points and onto separate paths or routes, e.g. at Furnivall Gardens, Lower Mall and Upper Mall Gardens, the shared-use footways alongside the A4 west of the Hammersmith flyover, and the quiet road route between Hammersmith Bridge and Bishop's Park, rather than the Thames Path
- Sunken roundels indicating the preferred route for cyclists and demonstrating that pedestrians have priority and cyclists should take care when using the paths;
- Introducing additional signage on the Thames Path to encourage more considerate conduct for both pedestrians and cyclists;
- Minor engineering works to improve pinch-points, such as rumble strips to slow down cyclists; and
- Occasional "blitzes" by parks police informing cyclists of the preferred routes and reminding cyclists of the need to ride courteously and considerately.





**Figure 8: Sunken Roundels in Furnivall Gardens advising cyclists to “share with care”**

The development of the Quietways network, Cycle Superhighways and the proposed 20mph speed limit will also provide a greatly improved on-street environment for cyclists that will minimise the need to share facilities.

#### **5.3.9 School Travel Plans**

The Council works with all schools within the borough to develop a School Travel Plan (STP) for each school. There are currently 69 schools in the borough (92% of all schools) that have developed a STP. The STP aims to encourage active travel amongst school-aged children. 64% of school-aged children use active modes to travel to school, including 3% cycling to school. Car use on the school run in Hammersmith & Fulham has fallen over the last ten years from approximately 21% to less than 15% of pupils' journeys to school. The STP process is supported by the Council-funded training schemes and reinforced through funding for small infrastructure improvements at the school such as cycle parking and pedestrian shelters.

#### **5.3.10 Cycle to School Initiative**

The Council has developed a Cycle to School initiative involving a number of schools in the White City area. The area selected was centred on Wormholt Park in the north of the borough with two potential cycle routes identified: a quieter route and a busier route. It was our aspiration to upgrade both routes but the quieter route was considered a higher priority.

The Council submitted a bid to TfL for funding to support the development of the quieter route. However the funding allocated for the Cycle to School initiative has now been subsumed with the larger budget for the development of the Quietways network. We will work with TfL to incorporate the proposed quieter Cycle to School route as part of the Quietways network through the borough.

### 5.3.11 Cycle Toolkit

The Council will develop a cycling toolkit on the Council's website to help promote and develop cycling within the borough. The Cycle Toolkit will build upon the existing cycling resources on the Council's website and will include links to resources and documents including:

- The Cycling Strategy;
- Cycling Maps – including identified Cycle Superhighway Routes and Quietway Routes as well as recommended cycling routes.
- Links to Cycle Training courses.
- Cycle Maintenance Courses.
- Links to TfL schemes, projects and resources including the Cycle Superhighways, Better Junctions and Mayor's Cycle Hire locations.
- Help and advice for Commuter and leisure cyclists.
- 'What's on' for Cyclists in the Borough

### 5.3.12 Cycling Forum

The Council is actively exploring the potential of establishing a Cycling Forum composed of residents, stakeholders and interest groups.<sup>25</sup> The cycling forum would initially be an online medium to allow road users and cycling interest groups to:

- Report locations where poor road user conduct has been observed;
- Share experiences about cycling in the borough; and
- Recommend locations for improvements to cycling facilities and provision.

Once established the Forum would aim to meet at least twice a year to discuss and update on all cycling issues in the Borough.

The idea is to develop a cycle community and link the forum to the development of small local infrastructure projects throughout the borough. The Council currently operates a similar internal forum called the Bicycle Users Group (BUG) to disseminate ideas, discuss cycling issues, and announce recent incidents such as cycle thefts within the borough.

### 5.3.13 Enforcement

All road users, including cyclists, must obey current road traffic laws and are expected to follow *The Highway Code*. We acknowledge that there are some cyclists who choose to disregard current traffic laws and travel in an inappropriate or dangerous manner, just as there are some drivers and pedestrians who act the same. This serves only to antagonise other road users and puts other users at risk. The Council supports promoting responsible behaviour, encouraging a mutual respect between cyclists and other road users, and ensuring compliance with traffic regulations.

The *Metropolitan Police Service (MPS)* are responsible for enforcement of both cyclists and motorists who do not comply with traffic regulations. The *MPS* (including Police Community Support Officers) also have the power to stop cyclists and issue Fixed Penalty Notices for cycling on the footway. However, Home Office guidance has emphasised that the fixed penalty is not aimed at responsible cyclists who sometimes feel obliged to ride on the footway out of fear of the traffic, cyclists who show consideration to other pavement users, and police discretion should be applied.

We will continue to work with and support the *MPS* in enforcing illegal and unsafe behaviour such as cycling on the footway, motor vehicles encroaching on Advanced

---

<sup>25</sup> Community Safety, Environment and Residents Services Policy and Accountability Committee, 7<sup>th</sup> July 2014

Stop Lines, and road users ignoring traffic signals. Priority should be given to enforcing those offences which have the potential to do most harm to other road users, which will generally be those involving lorries, vans, buses and cars. It is noted that police resources in London are already stretched and the Council welcomes general public support to make enforcement a higher priority for the *MPS*.

## 5.4 PROVIDE CYCLE PARKING AND CYCLE HIRE LOCATIONS WITHIN THE BOROUGH

For cycling to become a normal mode of everyday travel within the borough, adequate facilities must be provided at the start and end of cycle trips. The Council recognises that cycle parking and cycle hire locations must be provided at key destinations to encourage more people to take up cycling within the borough.

There are approximately 2,050 cycle parking stands throughout the borough. The majority are on highway land but there are also stands on private land, most of which are publicly accessible.

A lack of secure cycle parking is a major barrier to increasing levels of cycling and bicycle ownership. As previously noted, the majority of residents in the borough do not have access to a private motor vehicle, however some residents may be reluctant to own a bicycle or take up cycling due to a lack of cycle parking at key destinations.

A lack of adequate, safe and convenient cycle parking can result in cyclists locking their bikes to street furniture (such as guard rails, lamp columns, and sign posts) and this can create an obstruction for other users (particularly pedestrians) and can be unsightly.

Providing additional cycle parking is a key component of any streetscape or major improvement project undertaken by the Council. The Council aims to provide cycle parking wherever there is demand at key destinations.

### 5.4.1 Cycle Parking at New Developments

The development of new residential units, commercial areas, and retail centres provide a significant opportunity to provide additional cycle parking within the borough and encourage the greater use of cycling within the borough.

The Draft LCDS states that the key guiding principles are that cycle parking should be:

- Fit-for-purpose;
- Well located; and
- Secure, visible and well overlooked, safe to access and should enable a bike frame and at least one wheel to be safely secured.

The Council is committed to requiring cycle parking for all major development within the borough. *The Development Management Local Plan (DM LP)* Policy DM J5 (Increasing the opportunities for cycling and walking) states that the Council will encourage increased bicycle use by seeking:

- The provision of convenient and safe cycle parking and changing and showering facilities, in new developments in accordance with the cycle parking standards shown in the table below; and
- Developer contributions for improvements to cycling infrastructure, including contributions to the extension of the Mayor of London's Cycle Hire Scheme.

Cycle parking stands or spaces provided within developments should be located in areas that are accessible and within areas of natural surveillance so that they are attractive to use. The basic requirements of cycle parking are that:

- It provides security against theft;
- It does not pose a hazard to pedestrians (especially those who have sight problems) if located outside;
- It does not impede pedestrian desire lines;
- It supports cycles without damaging them;
- It is sheltered from the elements; and
- It is convenient to use.

#### 5.4.2 Cycle Parking for Residential Areas

The Council recognises the importance of ensuring that residents of the borough are provided with adequate and appropriate cycle parking facilities. While some residents are able to safely store their bicycles within their property, there is often limited space for residents living in apartment blocks, and terraced houses.

The Council aims to maintain a database of requests for residential cycle parking, and investigate the feasibility of implementing cycle parking within the property or adjacent highway. This often involves the use of standard cycle parking facilities (such as Sheffield Stands or Cyclehoops). However there are numerous options for innovative cycle parking treatments that can encourage more people to take up cycling in the borough, and provide additional cycle parking where footway space is limited.

The Council will investigate the use of innovative, temporary cycle parking options (such as bike hangars or car bike ports - refer to Figure 9 below) to assess the demand for cycle parking in different locations throughout the borough. This will require a temporary suspension of a single parking bay, but does not necessarily have to be a permanent solution. If the temporary installation of cycle parking is deemed to be successful, the council will consider the installation of more permanent cycle parking options to cater for the demand.



**Figure 9: Bike hangars installed in Lambeth (left) and a Car Bike Port. Source: Cyclehoop**

Council housing estates offer significant opportunities for developing high-quality, secure and well-used communal cycle parking. Many council housing estates have under-used

internal and external spaces (such as garages, bin stores and courtyards) that make excellent locations for cycle parking. A key requirement for cycle parking on estates will be safety and security. As a result, the use of cycle lockers that can be rented out to residents will be considered, as well as cycle parking cages with limited access for a small number of users. The Council will continue to liaise with housing and residents associations regarding the installation of cycle parking.

#### 5.4.3 Mayor's Cycle Hire Scheme

The Mayor's Cycle Hire Scheme was introduced to central London in July 2010 and was expanded into Hammersmith & Fulham in December 2013. There are now a total of 60 docking stations in the borough. The data held for usage of these docking stations confirms the popularity and demand for such a service, with an increase from 27,000 uses in January 2014 to 78,000 by July 2014.

TfL do not currently have any plans to expand the Cycle Hire Scheme within the borough, but the Council would like to see the scheme expanded to cover other parts of the borough and link with neighbouring boroughs such as Brent and Hounslow. The council will work with TfL to establish this approach. In addition, the Council will continue to seek funding via development contributions to support the expansion of the Cycle Hire scheme within the borough.

#### 5.4.4 Cycle Theft

The Council recognises that cycle theft can cause major distress for people who can find it difficult to replace their bike. Cycle theft can be a significant disincentive to cycling. We recommend that all cyclists have a good quality lock – preferably two – so that each wheel can be locked to the frame and the cycle stand. We also encourage all cyclists to register their bike's serial number online.

The *Metropolitan Police Service (MPS)* are continually working to further reduce cycle theft. The borough-based Safer Transport Team (STT) is part of the MPS Safer Transport Command which is funded by TfL. Each London borough has a dedicated STT and one of the three priorities for the Hammersmith & Fulham STT is to reduce cycle theft throughout the borough and improve cycle security.

We will continue to support the *MPS* and provide the following initiatives to minimise and prevent cycle theft within the borough:

- Offering cycle serial number marking as part of our monthly Dr Bike sessions;
- Working with the *MPS* to identify cycle theft hotspots;
- Requiring safe and secure cycle parking in new developments;
- Locating cycle stands within the public highway where there is excellent active surveillance.

## 6 ACTION PLAN

This section outlines how the Cycling Strategy will deliver its objectives and how it will take advantage of the opportunities within the borough to increase cycling in a safe and accessible manner.

The actions are grouped under the objectives that they are seeking to achieve:

- 1. Enhance and extend cycle routes to create a comprehensive network;**
- 2. Create more space for cycling to improve cycle safety;**
- 3. Reduce the dangers (and the perception of the dangers) of cycling and reduce conflicts; and**
- 4. Provide more cycle parking and cycle hire locations within the borough.**

These objectives will always be considered alongside a commitment to ensure that cycling is encouraged in a way that makes the borough safer for pedestrians.

### 6.1 ACTION OWNER

This column of the Action Plan identifies who is responsible for progressing or implementing each action. The majority of actions will be placed on TfL and the Council to progress but several require collaboration and input from local residents and stakeholders.

### 6.2 FUNDING

This column of the Action Plan identifies the funding source and status of funding for each action. The majority of actions will be funded by TfL, either through the Local Implementation Plan or through direct funding. The funding for several initiatives is already confirmed but in other instances funding has yet to be agreed, or is subject to a competitive bidding process with other London Boroughs. In many instances, the actions merely require officer time to be progressed.

### 6.3 TIMEFRAME

The Action Plan identifies an indicative timeframe for each action. The timeframes are based around the three-year funding programme for the LIP2 as well as the long-term strategic outlook for the LIP2 and Mayor's Transport Strategy:

- Short-term – 2015/16 – 2016/17 (current three-year LIP2 programme)
- Medium-term – 2017/18 – 2018/2019 (subsequent three-year LIP2 programme)
- Long-term – 2019/20 – 2030/31

There are a number of actions that can be implemented relatively quickly without requiring a high degree of funding. These have been identified as "Quick Wins".

Other actions are currently undertaken by the Council and are intended to continue over the lifetime of the Strategy. These have been identified as "On-going" actions.

HAMMERSMITH & FULHAM CYCLING STRATEGY – ACTION PLAN						
#	Item	Action	Status	Action Owner	Funding Source	Timeframe
<b>Extend and Enhance Cycle Routes</b>						
1	East-West Cycle Superhighway	Work with TfL to develop the Westway section of proposed East-West Cycle Superhighway	Consultation planned for 2015	TfL / LBHF	TfL	Short-term
2	Cycle Superhighway 9 / A315 Segregated Route	Develop upgraded cycle facilities along the A315 corridor (King Street – Hammersmith Road)	Proposed	LBHF	TfL	Short-term
3	Quietways	Continue to work with TfL to develop a network Quietways throughout the borough	Route planning with TfL	TfL	TfL	Short-to-Medium-term
4	Filtered Permeability	Implement point closures and contra-flow cycle routes	Proposed	LBHF	TfL	Medium-term
5	Small Local Cycle Improvements	Investigate schemes and projects suggested by local residents, interest groups and stakeholders.	Proposed	LBHF	TfL	Short-term
	Maintenance of Cycle Facilities	Continue to undertake a pro-active approach to maintenance of carriageways and cycle facilities	On-going	LBHF	TfL	On-going
<b>Create Space for Cycling</b>						
	Better Junctions	Work with TfL to provide a safer cycling environment at Hammersmith Broadway Gyrotory	On-going	TfL	TfL	Medium-term
	20mph Roads	Undertake consultation for proposed 20mph speed restriction	Consultation planned for 2015	LBHF	TfL	Short-term
	Hammersmith Bridge	Extend 20mph speed limit to Hammersmith Bridge and improve the cycle safety on the bridge and the approach to the bridge	Consultation to be undertaken	LBHF	TfL	Short-term
	Segregated Cycle Facilities	Continue to lobby for support and funding to provide segregated cycle facilities, where this is the most appropriate solution	On-going	LBHF / TfL	TfL	On-going
	Light Segregation	Provide increased protection for the proposed on-road cycle lanes	Proposed on Goldhawk Road	LBHF	TfL	On-going
<b>REDUCE THE DANGERS (AND THE PERCEPTION OF THE DANGERS) OF CYCLING AND REDUCE CONFLICTS</b>						
	Encouraging More Cycling By All	Continue to encourage cycling through cycle training and existing initiatives	On-going	LBHF	TfL	On-going
	Safer Lorries Scheme	Implement Traffic Regulation Order in accordance with TfL Safer Lorries Scheme	TRO planned for 2015	LBHF	TfL	Short-term
	Exchanging Places	Continue and expand Exchanging Places training course	On-going	LBHF	TfL	On-going
	Safer Lorries and Vans Strategy	Implement Strategy and gain FORS accreditation for Council Fleet	Draft Strategy Complete	LBHF	TfL	Short-term
	Safer Urban Driver (SUD) Training	Continue and expand SUD Training	On-going	LBHF	TfL	On-going
	Cycle Training	Provide cycle training for children and adults in the borough	On-going	LBHF	TfL	On-going
	Share with Care	Encourage safe behaviour when using shared facilities	Proposed	LBHF	TfL	Quick Win
	School Travel Plans	Continue to work with local school to develop School Travel Plans	On-going	LBHF	TfL	On-going
	Cycle to School Initiative	Work with TfL to develop safe cycle route to schools near Wormholt Park as part of the Quietways programme	Proposed	LBHF	TfL	Short-to-Medium Term
	Cycle Toolkit	Create cycling information toolkit on the Council's website	Proposed	LBHF	TfL	Quick Win
	Cycle Forum	Develop online forum to allow road users to report locations where poor road user conduct has been observed and share experiences	Proposed	LBHF	TfL	Quick Win
	Enforcement	Continue to work with and support the Metropolitan Police Service (MPS) in enforcing illegal and unsafe behaviour by drivers and cyclists	On-going	LBHF / MPS / TfL	TfL / MPS	On-going
<b>Improve Cycle Parking and Cycle Hire Locations</b>						
	Cycle Parking at new developments	Require cycle parking for new development in the borough	On-going	LBHF	Planning Obligations	On-going
	Cycle Parking for residential areas	Provide secure bicycle parking in residential areas including the use of innovative cycle parking solutions to assess demand and trial locations	On-going	LBHF	TfL	On-going
	Mayor's Cycle Hire Scheme	Continue to seek contributions from new developments towards expansion of scheme	On-going	LBHF	Planning Obligations	On-going
	Cycle Theft	Continue to support the MPS and provide initiatives to minimise and prevent cycle theft within the borough	On-going	LBHF / MPS / TfL	TfL / MPS	On-going

## 7 MONITORING & TARGETS

The document will be used to enhance the cycling environment in Hammersmith & Fulham and determine the allocation of funds sought from various sources, such as developers via S106, as well as various grant funds available. Developers will also be able to use the document when assessing the amount of financial contribution likely to be sought from by the Authority when mitigating development and what those funds will seek to provide.

### 7.1 IMPLEMENTATION

Whilst the Cycling Strategy has been informed by various stakeholders and interest groups, it has been prepared by the Council and as such the responsibility for its implementation will be that of the Council with support from the key stakeholders.

### 7.2 MONITORING & REVIEW

The Strategy will be monitored on a regular basis by the Council and it is anticipated that local interest groups will also monitor progress of the Strategy, if only in an informal capacity. The progress of the Action Plan and those schemes implemented will be reported to Council members. Outstanding issues will be reviewed and new priorities added as necessary, taking account of:

- Revisions to policy context at a local level;
- New information on transport / cycling issues in the borough;
- The impact of new development; and
- Changes to the transport network.

The cycle maps outlining the recommended and proposed cycle routes will be updated as proposals for new cycle routes and facilities are developed.

### 7.3 TARGETS

The Cycling Strategy aims to contribute to the achievement of the targets contained in the LIP2. As a result, the following LIP2 targets will be used to measure the success of the Cycling Strategy:

- Cycling mode share (% of residents trips by main mode)
- Walking mode share (% of resident trips by main mode)
- Road casualties (Number of killed or serious injury, (KSI))
- Road casualties (Number of all casualties per billion vehicle kilometres)
- CO2 emissions Kilotonnes (kt) emanating from ground-based transport per year



LIP Target Number	Indicator	Baseline	Interim Target	2013 Outcome	LIP2 long term target (indicative)
1a.	Walking mode share. (% of resident trips by main mode)	36.9%	37.5% (2013/14)	39%	40% (2030/31)
1b.	Cycling mode share. (% of resident trips by main mode)	3.9%	4.5% (2013/14)	5.0%	8.0% (2030/31)
4a.	Road casualties. Number of KSI (3 year rolling average)	110	99 (2013)	78	51 (2030)
4b.	Road casualties. Number of all casualties per billion vehicle kilometres (3 year rolling average)	1195	1074 (2013)	737	558 (2030)
5.	CO2 Emissions (Kilo tonnes (Kt) emanating from ground based transport per year.)	156	130 (2013)	144	85 (2025)
7.	School Run (on Foot and Bike)	42%	49%	52%	70%

## 8 NEXT STEPS

The new Cycling Strategy for Hammersmith and Fulham will enable us to work towards sourcing and securing funding for all the actions in the Plan, and deliver all those schemes we currently have funding for.

The Cycling Strategy will be a “live” document where periodic updates and amendments will be undertaken and reported on, as key schemes develop and are delivered.