



Delivering the benefits of cycling in Outer London

February 2010

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Delivering the benefits of cycling in Outer London

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Executive summary

Background and objectives

This joint report builds on a paper by London Councils and London Cycling Campaign (LCC) identifying barriers to cycling in London. In this document, the organisations focus specifically on the barriers that prevent more cycling in Outer London and present solutions that can assist borough policy makers and officers. This research is led by a steering group including representatives from Transport for London (TfL), LCC, London Councils, the Greater London Authority (GLA), Sustrans and the Borough Cycling Officers Group (BCOG).

The objective of this work is to help achieve a cycling revolution in Outer London, building momentum for a mode shift to cycling. In order to achieve a cycling revolution in Outer London, this report:

- Sets the context and examines the importance of cycling in Outer London
- Identifies the barriers to cycling in Outer London
- Considers methods by which these barriers can be overcome
- Provides practical advice on breaking down the barriers to cycling in Outer London
- Identifies how to build on this work to break down barriers and create a legacy of cycling in Outer London

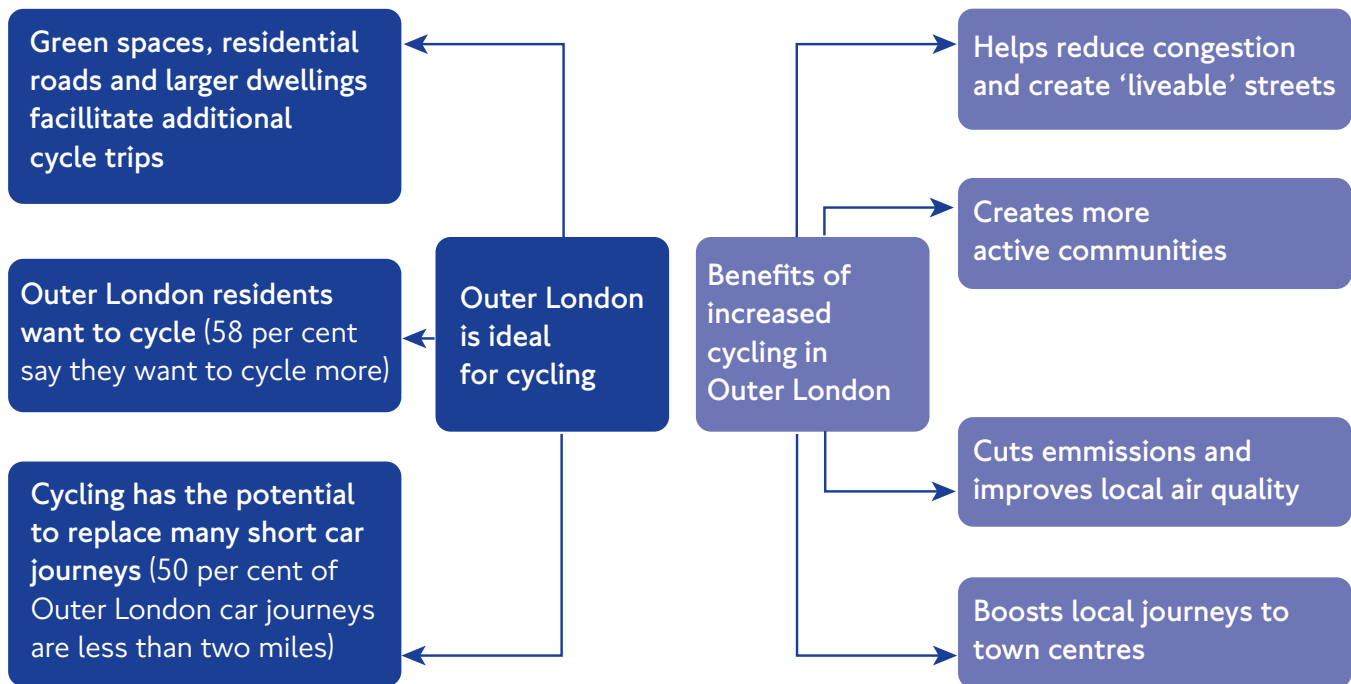
This report is intended to provide senior decision makers and others with the inspiration and tools to enhance the delivery of cycling initiatives in Outer London.



Delivering the benefits of cycling in Outer London

Why promote cycling in Outer London?

Promoting cycling in Outer London has a number of benefits for individuals and boroughs. These can be summarised as follows:



Potential for cycling in Outer London

There is considerable potential for cycling in Outer London if the barriers can be overcome. Much of this potential is in the form of dispersed, short car trips that could easily be cycled. While large schemes such as Cycle Hire and Cycle Superhighways are planned for central and Inner London, the dispersed nature of the potential in Outer London suggests that a less intensive, area-based approach to increasing cycling is more appropriate.

Nevertheless, key pockets of high demand exist, for example, town centres and key transport interchanges. These areas may warrant an intensified programme of cycling initiatives to create a cycle hub where the potential for mode shift to cycling is greatest and resources can be targeted.



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Barriers to cycling in Outer London

The research identified more precisely the key barriers to cycling in Outer London. These are:

Attitudinal barriers for individuals	Physical barriers	Barriers to delivery
Fear of traffic and feelings of vulnerability, particularly when undertaking unfamiliar journeys	High traffic speeds	Lack of political support – especially where cycling levels are low – not perceived as a mainstream solution
Convenience of the car	Severance, eg major roads and lack of permeability	Perceived lack of funding
Individual not sure if cycling is for them	Lack of cycle parking/cycle facilities at key locations	Lack of adequately trained and experienced staff within the borough
Cycling perceived as incompatible with busy, complicated lifestyles		

Breaking down the barriers

Experience from around London, as well as other parts of the UK and Europe, shows there is much that can be done to encourage people to cycle and to remove the barriers. These solutions can be categorised as follows:

Attitudinal barriers	Physical barriers	Barriers to local delivery	
Smarter travel	Innovative infrastructure	Partnership working and mainstreaming cycling	Political commitment
Personalised travel planning	Improved permeability	Integrating cycling across all LIP categories	Boroughs leading the way through travel planning
Workplace and school travel planning	Crossing points	Use support available from other organisations	Borough leaders/members as cycle champions
Led rides	Network of quiet routes	Mainstreaming cycling across borough council and partners	Improved evaluation and monitoring of cycling initiatives
Awareness campaigns, local cycle events	Improved wayfinding	Partnership working with PCTs, workplaces, schools, local cycling groups and police	
Targeted cycle training	Traffic restraint and speed reduction measures		
Changing perceptions of cycling with non-cyclists	Provision of cycle facilities		
	Provision of secure cycle parking		

There are opportunities to deliver such packages from across the LIP categories (smarter travel, major schemes, corridors and neighbourhoods and maintenance)



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Bringing the solutions together

To overcome the barriers and increase cycling in Outer London an integrated approach is needed. This requires mainstreaming cycling within borough policy and the combination of a number of different solutions.

The underlying principles of this approach are:

- Delivering a variety of smarter travel interventions
- Using innovative infrastructure measures
- Demonstrating political commitment in the borough
- Creating partnership working opportunities and mainstreaming cycling

Outer London boroughs that adopt such an integrated approach can maximise the potential for growth in cycling, and may aspire to becoming 'Biking Boroughs'.

Such programmes will require a multi-agency and multi-stakeholder delivery mechanism. Boroughs can benefit from working in partnership with TfL, NHS London, the Metropolitan Police, local businesses, schools and others. To ensure

success, key stakeholders should be consulted in the design, delivery and monitoring processes of implementation.

London boroughs are already taking the lead in delivery in many areas, and work closely with TfL on both pan-London and area specific cycling initiatives. Delivering a cycle revolution in Outer London will be a locally-led initiative that draws on the support of other agencies including TfL, LCC, London Councils and Sustrans.

Funding for the appropriate package of measures to increase cycling will principally come through the existing Local Implementation Plan (LIP) funding allocations. This presents an opportunity for boroughs to demonstrate their response to the new LIP flexibility and to integrate cycling across borough policy.

TfL will work with boroughs and other stakeholders to develop and support this work and define the programme for moving Biking Boroughs forward.





1. Background and objectives

Focus on Outer London

Increasing cycling is an important new focus for Outer London, contributing to the cycling revolution taking place in the Capital. The Mayor has targeted a 400 per cent increase in cycling by 2026 (from 2001 levels) to achieve a five per cent mode share (currently two per cent)¹, and unprecedented levels of investment in cycling will deliver schemes such as the London Cycle Hire scheme and Cycle Superhighways.

These schemes will build on the recent growth in cycling which has increased by 107 per cent on London's major roads between 2000 and 2008. An estimated 545,000 cycle journeys are now made everyday across London. The Mayor and TfL are committed to supporting the development of a number of Biking Boroughs in Outer London, and to promote cycling and ensure its integration with a number of different policy areas.

These programmes will build on the good work already being done by boroughs to promote cycling. These include cycle training, cycle parking, London Cycle Network Plus (LCN+), Greenways, school and workplace travel planning, and initiatives aimed at improving cycle safety and reducing cycle theft.

It is estimated that much of the potential to grow cycling and achieve the 400 per cent target is located in Outer London. In order to realise this potential, it is essential to understand the barriers that are currently preventing Outer London residents from taking up cycling and to ensure that boroughs are fully involved in the development and delivery of solutions. A joint paper by London Councils and London Cycling Campaign² identified that one in five people say they wish to cycle, but the choice is not open to them because of actual or perceived barriers. The report identified some of the key barriers to cycling at a personal and organisational level as being:

- An incomplete London Cycle Network
- Difficulty in obtaining funding for cycling improvements
- Concerns about safety and high numbers of collisions in London involving cyclists
- Insufficient training, information and education

This joint report builds on previous research and identifies the specific barriers that prevent more cycling in Outer London. This research has been led by a steering group including representatives from TfL, London Councils, LCC, GLA, Sustrans and BCOG.

¹Mayor's Transport Strategy – Statement of Intent, GLA, May 2009

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



Much of this report will be relevant to all London boroughs and it is clear that there is often as much variation between Outer London boroughs as there is between Inner and Outer London as a whole. However, for the purposes of this report, the Outer London Commission's (OLC's) definition of Outer London will be used, as shown in Figure 1.



Figure 1: London boroughs classified as Outer London

The objective of this work is to help achieve a cycling revolution in Outer London. In order to accomplish this, the report:

- Sets the context and importance of cycling in Outer London
- Identifies the barriers preventing greater levels of cycling in Outer London
- Outlines methods by which these barriers can be overcome

- Provides practical advice on solutions that break down barriers to cycling in Outer London
- Identifies how to build on this work and create a legacy of cycling in Outer London

This report is intended to provide senior decision makers and others with the inspiration and tools to deliver a step-change in cycling in Outer London.



2. Why increase cycling in Outer London?

Cycling can bring direct benefits to individuals as it is a cheap, fast, flexible form of transport which can contribute to a healthier lifestyle. Around 32 per cent of households in Outer London are without a car³ and the bike presents a realistic alternative to public transport and taxis for many journeys.

In terms of the community as a whole, increasing cycling supports action to reduce carbon emissions and cuts congestion on local roads. The Mayor has spoken of a 'cyclised city' where urban spaces are welcoming to people on foot and bike. As such, cycling can be an integral part of a strategy to create a more attractive and accessible borough, contributing to improved local air quality, better access to local shops and services, and a healthier local population.

Outer London is an ideal place for cycling

Outer London may have particular barriers to encouraging cycling, but it also has many assets which can be used to promote it. In particular, Outer London has significantly more green space than Inner and central London⁴ which can be opened up to encourage more people to cycle. There are also extensive networks of quieter residential roads which can provide enjoyable backstreet routes for cyclists.

Outer London residents are eager to try cycling. Around 28 per cent say that they are 'quite likely to take up cycling in the next 12 months' and 58 per cent will 'possibly' or 'definitely' consider cycling more⁵. As properties in Outer London are generally larger than in Inner and central London, residents are more likely to be able to store bicycles at home and more likely to own a bike and use it.

Finally, the lower density of public transport services in Outer London presents opportunities for cycling to be used as an alternative mode for short trips. In many cases, travelling by bike may be quicker than public transport, notably in areas where rail services are limited. In fact, the bike can also be a quicker option than the car for

shorter journeys, particularly where there is local road congestion or shortcuts available to cyclists. In these situations, cycling is likely to have a more predictable journey time than the car.

Cycling helps to reduce congestion and create 'liveable streets'

Half of all car trips in Outer London are less than two miles in length. On average, this distance takes only 10 minutes by bike and so there is considerable potential to shift short car journeys to the bike.

TfL's Attitudes to Cycling report⁶ shows that of those Outer London residents who say they would cycle more, 51 per cent said that they would replace car travel with cycling, so in the longer-term achieving significant mode shift from car to cycle would be possible and can help to cut congestion, particularly in town centres.

It will take time to achieve a significant shift away from car use in Outer London, but progress can start towards this goal. Positive trends have already been seen in areas such as Sutton where the Smarter Travel Sutton programme has contributed to a 75 per cent rise in cycling in the three years of the programme; and at a time when cycling levels in Outer London overall remained virtually constant. These results have been achieved through a comprehensive package of measures including personalised travel planning, promotion and training programmes.

A greater number of cycle users can help to ease pressure on car parking spaces and release land for public use because households that use bikes are likely to buy fewer cars. Families that currently use bikes save money by sharing one car or using car club vehicles.

³TfL LTDS 2008/09 analysis

⁴Connecting with London's Nature: The Mayor's Biodiversity Strategy, GLA, 2002

⁵Attitudes to Cycling 2009, Synovate, May 2009

⁶Attitudes to Cycling 2009, Synovate, May 2009



Cycling and the local economy

Cycle parking, wayfinding and new routes to improve access to town centres can all make it easier for people to make local journeys by bike. This in turn can benefit local shops and services. In Kingston, for example, a survey for TfL found that those who arrived on foot or by bike spent more per week than those who arrived by car. It is often forgotten that many shoppers purchase services or items such as financial products which do not require a car and a growing number of stores now offer home delivery. Any reduction in peak time congestion and car-dominated streets is also attractive to potential visitors and residents of the borough.

Creating healthy communities and improved quality of life

Working in partnership with NHS London and local healthcare providers to promote cycling in Outer London can contribute to a more active and healthier local population. This is in line with the aims of NHS London's 'Go London' campaign, which seeks to increase the levels of physical activity by 300,000 Londoners by 2012.

Levels of physical activity are lower in Outer London than Inner London⁷ and action is needed to promote active, healthy lifestyles. Inactivity among residents has considerable costs to the NHS in terms of additional healthcare; the Department of Health estimates the average annual cost of physical inactivity to London Primary Care Trusts (PCTs) alone is at least £105m⁸.

⁷London Health Forum, [www.london-health.org/PDF/Inner-Outer briefing2.pdf](http://www.london-health.org/PDF/Inner-Outer%20briefing2.pdf)

⁸Be Active, Be Healthy: a plan for getting the nation moving, Department of Health, 2009





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Significant health benefits can be derived from cycling; one study found that people who cycle to work experienced a 39 per cent lower rate of all-cause mortality compared to those who did not⁹.

Cycling allows greater accessibility to key services for important sectors of the population, for example, those who do not have access to a car. Encouraging cycling can therefore achieve a wide range of outcomes with borough residents becoming healthier, fitter and better connected to social, leisure and employment opportunities. This can be seen in Nottingham where the local PCT is promoting cycling by working with NHS health trainers who offer cycling as a core part of their public health work, alongside actions to prevent smoking and promote healthy eating, targeting the most deprived areas of the city.

Reducing emissions and improving local air quality

Road transport currently contributes around 70 per cent of air pollution in UK towns and cities damaging the local environment, climate and biodiversity. Cycling is a pollution free form of transport that creates no harmful emissions.

For each adult in Outer London that switches from a car to a bicycle for a commuting journey of two and a half miles each way, on 80 days a year, there would be a reduction in the cost of traffic emissions by £69 each year¹⁰.

By encouraging greater uptake of cycling as an alternative to car use, significant benefits in terms of improved local air quality can be seen, particularly in carbon emissions.

Increasing cycling in Outer London has many benefits for both the local community and for the wider health and economy. The conditions are right for a cycling revolution in Outer London with significant potential and many physical and environmental aspects that can promote cycling.

⁹Andersen, L., Schnohr, P., Schroll, M. and Hein, H. (2000). All-cause mortality associated with physical activity during leisure time, work, sports, and cycling to work, *Archives of Internal Medicine*, 160, pp. 1,621-1,628

¹⁰Valuing the Benefits of Cycling, SQW for Cycling England, June 2007





3. Cycling in Outer London today

Current state of cycling in Outer London

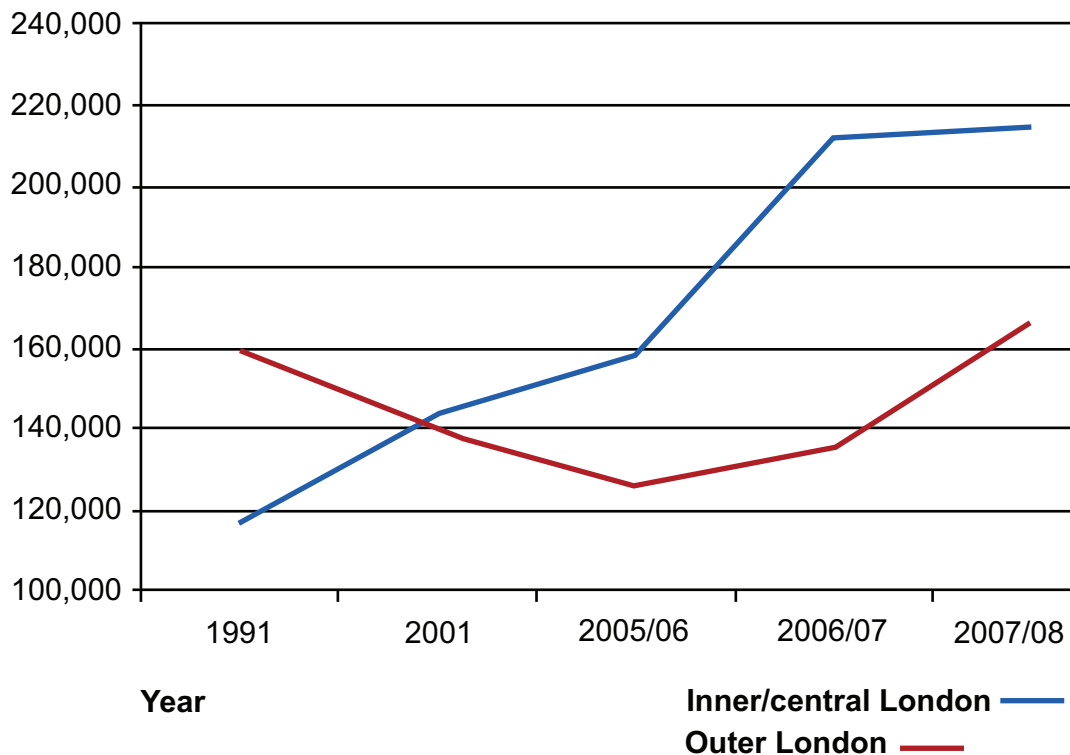
While cycling has increased in Outer London in recent years, it still has a small mode share and is a less frequent choice of transport than in central or Inner London.

Outer London residents make approximately 166,600 cycling trips each weekday (less than the 214,600 that are made in Inner and central London)¹¹. This equates to 1.4 per cent of all trips made by Outer London residents, a rise of 0.2 per cent since 2001¹².

In Outer London, the majority of cycle trips are made for travelling to work or for entertainment and social purposes, and most (70 per cent) are undertaken by young males under the age of 40¹³. Data from TfL's London Travel Demand Survey (LTDS) indicates that 73 per cent of current cycle trips in Outer London are less than two kilometres in length.

Figure 2: Estimated weekday daily cycle trips in Inner/central London and Outer London (1991-2001 London Area Travel Survey, 2005/06 onwards LTDS Household Survey)

Estimated cycle trips



¹¹This figure differs from that on page 7 as it refers to trips made only by London residents as opposed to all those made across London

¹²Travel in London Report number 1, TfL, 2009

¹³LTDS 2005-2008 data, Policy Unit Analysis



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There are some areas of Outer London where levels of cycling are very high, as shown in Figure 3, below.

Figure 3: Percentage of residents that cycle on at least two days a week by borough of residence (2007/08 LTDS)



Cycling in southwest London is particularly high with more than 10 per cent of residents in boroughs such as Richmond and Kingston cycling at least twice a week. This reflects the favourable topography and demographic profile of the area, as well as the recent focus of investment and priority directed to cycling in these boroughs.

Potential for growth

There is significant potential to boost cycling in Outer London. This is because:

- There are many short trips that could easily be cycled – more than half of all car trips made in Outer London are less than two miles in length (only 10 minutes on a bike)
- There is a desire to cycle more among Outer London residents – research into attitudes to cycling in London¹⁴ shows that

58 per cent of Outer Londoners questioned are considering cycling more in London over the next year

- Outer London is ideal for cycling – with its green spaces and generally lower density of public transport provision, there is potential for many of the millions of short trips made here every day to be cycled

Further analysis of LTDS data suggests that if one considers Londoners' normal daily journeys, 70 per cent of all journeys currently made by other modes but could be cycled, are made by residents of Outer London – 2.9 million a day in total. This analysis considers journeys less than five miles in length and currently undertaken by car or public transport.

¹⁴Attitudes to Cycling 2009, Synovate, May 2009



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Figure 4, indicates how these potentially cycleable trips break down by Outer London borough. The greatest numbers of potentially new cycleable trips in Outer London are in Barnet, Ealing, Bromley, Croydon and Enfield, although this may be constrained in areas where the topography is less favourable. There is also potential for significant growth in cycling trips in northwest and northeast London. It is notable that boroughs with current high levels of cycling do not rank as highly – simply because the cycling potential is already being realised in these areas. Nevertheless, every

Outer London borough has at least an estimated 70,000 daily trips currently being undertaken by other modes that could be made by bike.

While much of the potential cycle demand in Outer London is dispersed, some key pockets of potential exist, such as town centres and key transport interchanges. These areas are shown in red and blue on Figure 5, which illustrates the potentially cycleable trips in London by trip origin and indicates particularly high potential in town centres such as Croydon, Ealing, Hounslow and Southall.

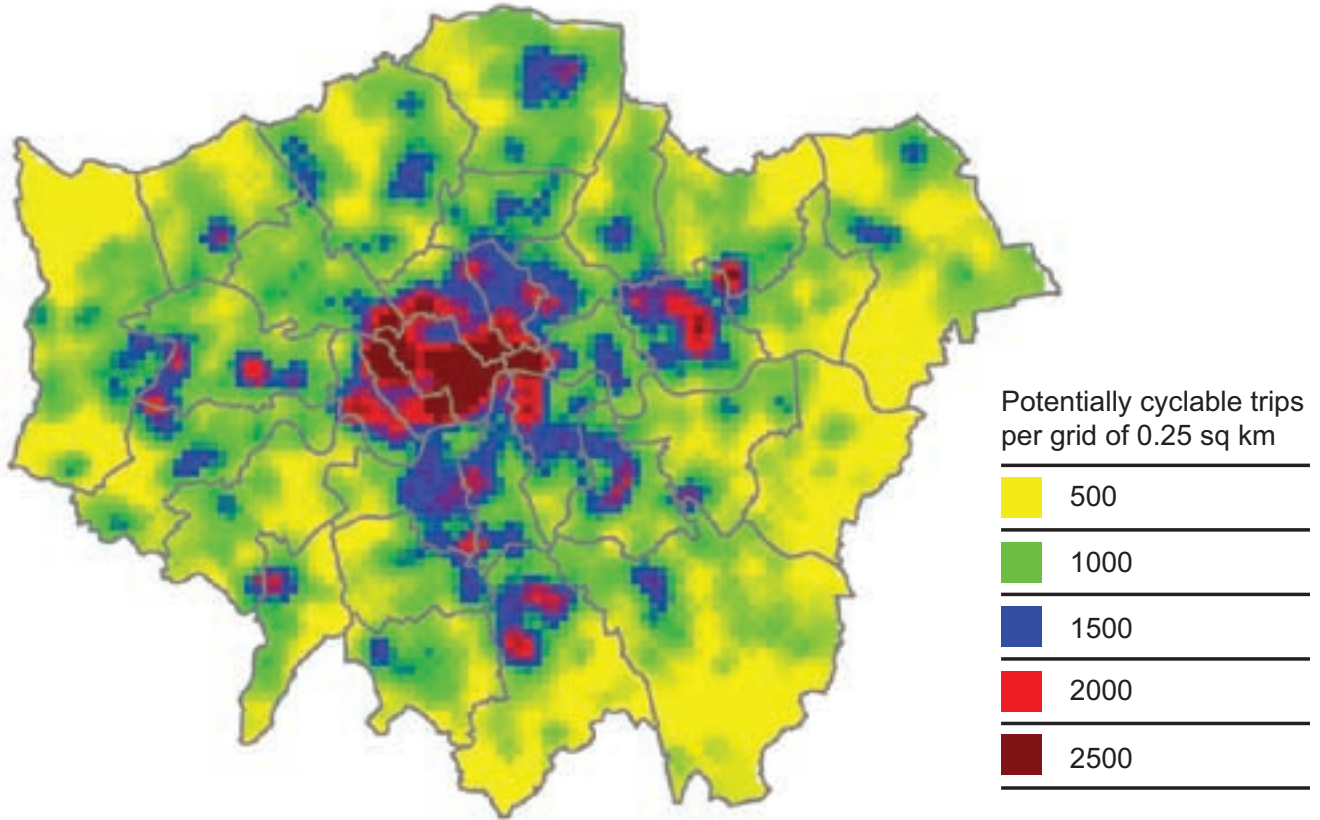
Figure 4: Number of potentially cycleable trips by borough¹⁵



¹⁵Analysis of 2005-2008 LTDS data. Trips were excluded as not potentially cycleable based on a number of factors: long trips, older or younger traveller, person carrying heavy goods, disabled people, late night journeys, journey made by van, Dial-a-Ride or boat, and trips that would take at least 20 per cent longer by bike.



Figure 5: Potentially cycleable trips in London by trip origin



Realising the potential for growth

How do we unlock this potential? Several Outer London boroughs have already shown that this is possible through a combination of measures. Richmond, Kingston and Hounslow display particularly high cycling mode shares due to their efforts to improve cycling infrastructure, training and promotion in their boroughs.

Richmond upon Thames, for example, has the highest cycling mode share for trips made by residents in Outer London, at four per cent compared to around 1.4 per cent in most other Outer London boroughs. Richmond also has the largest percentage of high frequency cyclists (those cycling at least three times a week) in Outer London (17 per cent). It has recently made good use of the physical assets of the borough, such as Richmond Park and the Thames, by working with partners such as Royal Parks and promoting cycling through initiatives such as group rides run by the Richmond Cycling

Campaign. The council has also invested in infrastructure improvements, for example, more secure cycle parking at stations and opening up one-way streets for cyclists.

Kingston and Hounslow also have a large percentage of high frequency cyclists and mode shares of two per cent. Kingston has particularly focused on providing more secure cycle parking at key destinations such as stations and the town centre, with dedicated cycle lanes and traffic calming measures to bring about this rise in mode share. What is clear is the effectiveness of combining a number of measures to bring about an improvement in cycling facilities and a change in attitudes to cycling in Outer London. These measures will be described in more detail in chapter five.



4. Identifying the barriers to cycling in Outer London

There are three main types of barrier to cycling in Outer London; those that are:

- Related to attitudes and feelings of individuals
- Encountered in the physical environment
- Faced by borough councils in delivery

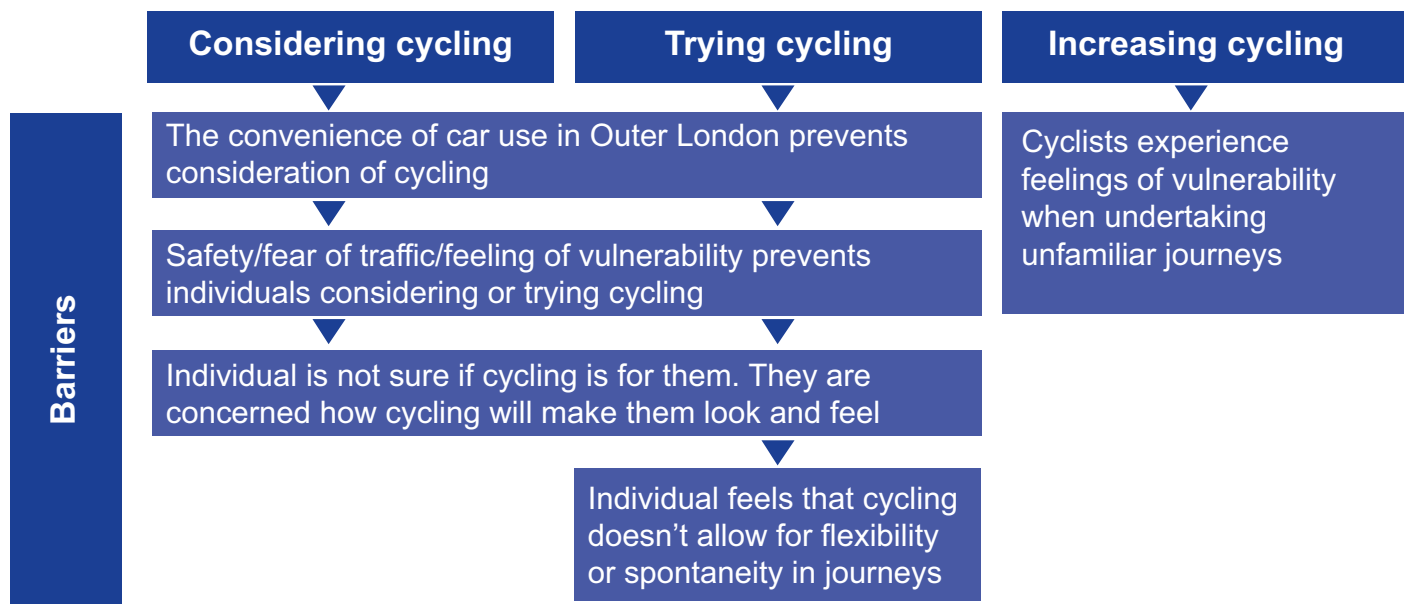
A series of hypotheses about the barriers to cycling in Outer London were established under these broad headings. They are not exhaustive, but rather, focus on the issues people face when considering cycling in Outer London. More information on the methodology and approach is contained in Annex 1.

What stops people cycling?

Barriers to cycling vary between individuals and also between individuals at different stages of cycling and behavioural change. This report summarises these stages into four categories:

0. Non-cyclists
1. Individuals who are considering cycling
2. Individuals who are trying cycling
3. Infrequent cyclists cycling more often

The key barriers faced by individuals at each stage are set out below:



The convenience of car use in Outer London, where traffic speeds are generally higher than in Inner London and parking is more available, is reflected in the high car mode share and car ownership figures in these areas. The car is often the favoured mode of transport because destinations and leisure and shopping trips are more dispersed in Outer London. Convenience of the car is a significant barrier to those considering cycling in Outer London. For many Outer London residents, getting in the car for a journey is habitual behaviour, combined with little awareness of cycling as an attractive alternative for some trips.

The car is also valued for its sense of safety compared to a bike, which can be associated with feelings of vulnerability. Being in an area where the car is the dominant mode also increases the fear of traffic and makes the environment for cycling less attractive. The qualitative research suggests that the dominance and convenience of car use in Outer London is a barrier not just to those considering cycling, but also to those already trying cycling.



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With 'near market' cyclists (those that are considering or trying cycling) vulnerability, lack of confidence (linked to fear and vulnerability) and lack of identification are the most deep rooted emotional barriers¹⁶. Lack of identification is a significant barrier to those both considering and trying cycling. These people don't see cycling as fitting in with their busy and complicated lifestyles and are concerned about its look and feel. They often see cyclists as a particular group with which they don't identify rather than seeing cycling as a mode of transport like any other.

Some of the focus groups and interviews also found that individuals considering cycling are put off by the feeling that it is not spontaneous or flexible, even though those who do cycle often identify its flexibility as a benefit. This suggests that the issue can be readily addressed by providing new London cyclists with practical information.

Some of the issues outlined above affect all cyclists. Feelings of vulnerability are present in all three groups of individuals. Even people who do some cycling can be put off doing more by the prospect of unfamiliar journeys. Not knowing the route is linked to feelings of vulnerability and a lack of confidence. When referring to cycling familiar routes, one respondent said:

'It just feels a lot safer as I know what is round the next corner.'¹⁷

Physical barriers to cycling

These include:

- High traffic speeds which hinder people from trying cycling – and contribute to a fear of traffic
- Insufficient cycle parking/facilities at destinations and at home which prevents more frequent cycling
- Severance caused by main roads, gyratories, railway lines or major development which indicate a lack of permeability and create obstacles to cycling in Outer London

High vehicle speeds and volume are one of the main physical barriers to cycling. This issue is particularly prevalent in Outer London where traffic speeds are generally higher than Inner or central London, and where there are many key

distributor roads and dual carriageways with high traffic volumes and limited provision for cycling. This contributes to feelings of vulnerability and the fear of traffic, particularly by people who are considering cycling.

Many people are discouraged from cycling by the lack of secure cycle parking at convenient locations. Recent research has discovered that if the quantity, or quality and security of cycle parking at key locations in London were improved, 44 per cent of survey respondents said they would start cycling or cycle more regularly¹⁸.

The issue of cycle parking can also encompass a lack of other key cycle facilities, such as a local cycle shop or workplace without shower facilities or lockers, all of which can act as a barrier.

Severance is caused by infrastructure such as flyovers, dual carriageways, railway lines, gyratories and waterways. Low levels of walking and cycling can be directly attributed to a poor quality urban realm and a lack of permeability. Infrastructure solutions to overcome these physical barriers can often be complex and expensive and consequently more difficult to implement. Severance can also be caused by access restrictions for cyclists, for example, through pedestrianised town centres or in parks.

Challenges facing borough delivery

Boroughs face a number of issues in promoting cycling, these include:

- Little political support in the organisation to prioritise cycling measures, especially where existing cycling levels are low
- Insufficient levels of funding provided for cycling
- Lack of adequately trained, experienced and motivated staff to implement effective schemes in the borough

¹⁶Salient barriers and motivations for near market cyclists, 2CV, February 2009

¹⁷Exploring the journey into cycling with new cyclists, 2CV, April 2009

¹⁸Stand and Deliver, Cycle parking in London, London Assembly Transport Committee, June 2009



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Political support

Lack of political support to prioritise cycling measures is the number one barrier to borough delivery cited in research interviews for this report. Promoting cycling and re-allocating road space to cyclists is not generally considered to be a vote winner. The prevalence of car use in Outer London makes the promotion of cycling above other modes of transport politically difficult in many boroughs.

Lack of support is a theme that runs through a number of barriers to the delivery of effective cycling initiatives and so makes it a significant

barrier to overcome. Without political support it is difficult to prioritise cycling schemes or develop a coherent cycling strategy and this limits the funding and staff resources directed towards cycling initiatives.

Funding

Borough officers perceive the level of funding for cycling as a barrier. Some officers highlighted the problems with the variability of funding from year-to-year making it difficult to make a sustained investment in cycling as well as the changes in LIPs funding.

Figure 6: LIP funding for cycling in six case study boroughs 2005/06 to 2009/10

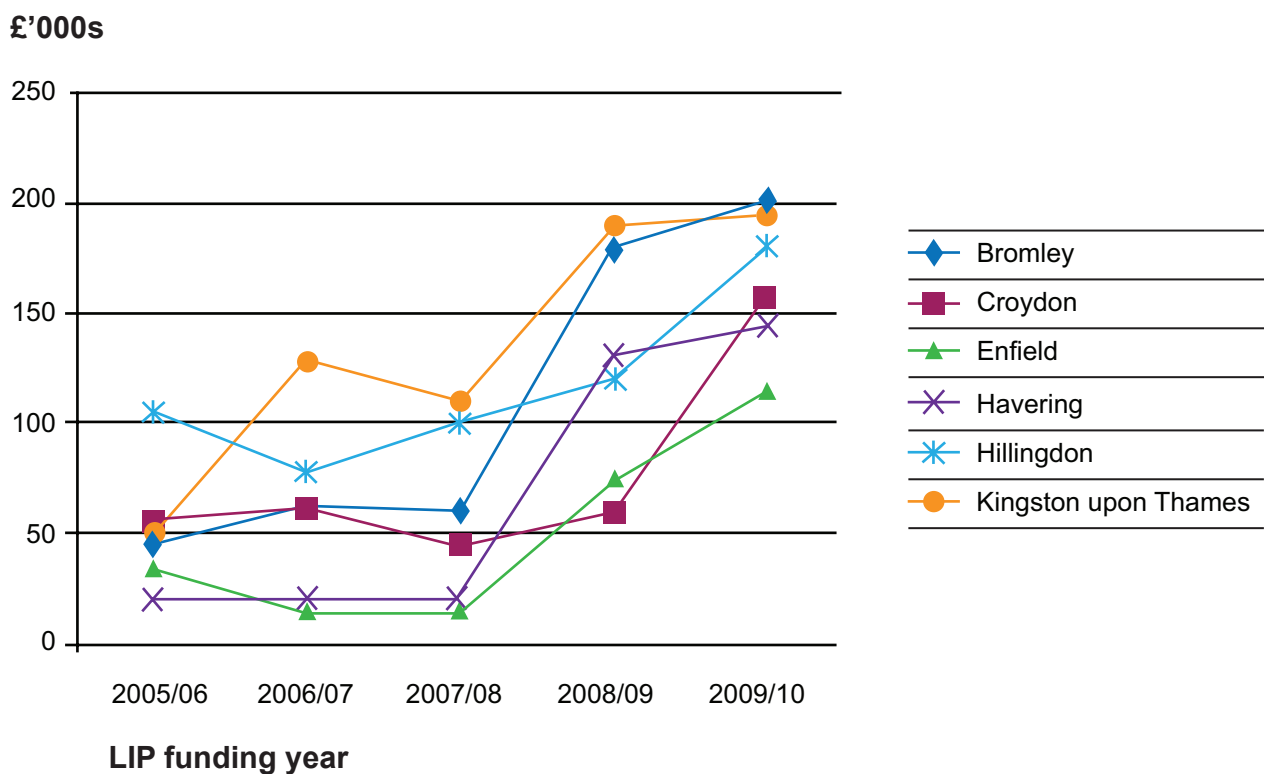


Figure 6, however, shows that the LIP funding allocations for cycling for the six boroughs interviewed for this report has steadily increased indicating that the perception of funding constraints could be a greater barrier than actual levels of funding.

The cost of overcoming particularly difficult physical barriers such as waterways, railways and main roads is an issue. As one officer stated:

‘There are rivers and railways to cross and it is very expensive to either upgrade existing or provide new crossings. They are expensive problems to solve.’

Issues of funding and the perceived level of funding for cycling are also more acute now because it is likely to be difficult to create new staff posts at a time when budgets are being cut.



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Trained and experienced staff

Trained and experienced staff are an important pre-requisite for delivering cycling initiatives. However, lack of funding and variability in funds year-on-year is seen to impede this. If funding is uncertain then there is too much risk and uncertainty in establishing and filling a post. Some of the boroughs interviewed do not have dedicated cycling officers, instead they rely on traffic engineers and road safety officers to deliver cycling initiatives. Often cycling design is seen a specialism rather than a core skill for all road designers and planners. As such, it is not mainstreamed within the borough planning and design departments.

Conclusions – identifying the most important barriers

The barriers to cycling in Outer London are often interlinked. By identifying the most important issues that underlie the barriers, it is possible to focus attention and target resources effectively to overcome them.

Figure 7, below, summarises the key barriers to cycling in Outer London arising from the research.

Figure 7: Key barriers to cycling in Outer London

Attitudinal barriers for individuals	Physical barriers	Barriers to delivery
Fear of traffic and feelings of vulnerability, particularly when undertaking unfamiliar journeys	High traffic speeds	Lack of political support, especially where cycling levels are low – not perceived as a mainstream transport solution
Convenience of the car	Severance, caused by major roads, gyratories, railways and waterways	Perceived lack of funding
Individual not sure cycling is for them	Insufficient cycle parking/ cycle facilities at key locations	Lack of adequately trained and experienced staff within the borough
Cycling perceived as incompatible with busy/ complicated lifestyles		



5. Breaking down the barriers

Experience from around London, as well as from other parts of the UK and Europe, shows that there is much that can be done to encourage people to cycle and to remove key barriers. The tables below summarise the solutions discussed in this chapter.

Table 1: Summary of solutions to attitudinal barriers

Barrier	Solution	
Fear of traffic and feelings of vulnerability	<p>Changing perceptions and attitudes to cycling</p>	<p>Tackling fear of traffic and feelings of vulnerability</p> <ul style="list-style-type: none"> - Targeted cyclist training - Encouraging children and young people to cycle - Develop and promote quieter routes to novice cyclists
Convenience of car		<p>Raising awareness of cycling as an alternative to the car</p> <ul style="list-style-type: none"> - Travel awareness campaigns - Working with local press/media - Building on London-wide marketing campaigns - Personalised travel planning
Concerns over look and feel of cycling		<p>Making cycling an option for all</p> <ul style="list-style-type: none"> - Changing perceptions - Cyclicious campaign - Community cycling projects
Lack of flexibility or spontaneity		<p>Demonstrating the flexibility that cycling allows</p> <ul style="list-style-type: none"> - Facilities at convenient locations - Workplace travel planning
Unfamiliar journeys		<p>Making cyclists feel safe on less familiar journeys</p> <ul style="list-style-type: none"> - Improved wayfinding - Publicising cycle journey planners for cyclists - Led rides



Delivering the benefits of cycling in Outer London

Table 2: Summary of solutions to physical barriers

Barrier	Solution	
High traffic speeds	Making Outer London more attractive for cycling	Tackling high traffic speeds <ul style="list-style-type: none"> - Traffic speed management - Traffic restraint measures
Lack of cycle parking/ facilities		New cycle parking to encourage more frequent journeys <ul style="list-style-type: none"> - Cycle parking/facilities at convenient and safe locations - Residential cycle parking
Severance		Overcoming severance <ul style="list-style-type: none"> - Increase permeability through infrastructure eg crossing points - Development planning

Table 3: Summary of solutions to delivery barriers

Barrier	Solution	
Lack of political support	Delivering effective cycle solutions	Fostering political support within the borough <ul style="list-style-type: none"> - Cycling events to get members/ public engaged - Improved evaluation and monitoring - Cycling champions for the borough - Borough leading the way in travel planning
Lack of funding		Maximising funding opportunities <ul style="list-style-type: none"> - Partnership working - Utilise Section 106 (S106) and Community - Infrastructure Levy (CIL) - Integrating cycling in other LIP-funded schemes
Lack of trained and experience staff		Training and motivating staff to implement effective cycle schemes <ul style="list-style-type: none"> - Mainstreaming cycling across the borough council - Auditing to improve performance and educate staff - Using support available through other organisations



Delivering the benefits of cycling in Outer London

This chapter maps solutions against the three main types of barrier to cycling, as shown in the three previous tables. It gives examples of how boroughs can overcome the barriers, why they should, and who they should contact for further information. In order to produce an effective cycling strategy a combination of these solutions will be required. The examples contained within this chapter are drawn from across the Capital and attempt to reflect a variety of geographic, political and socio-demographic attributes of boroughs. As there are only a limited number of examples that can be included, it is not possible to feature all boroughs in London.

These solutions should be targeted at particular groups. Boroughs should recognise that different groups of people will experience different motivations to cycle and different barriers prevent them from doing so. Even a relatively simple segmentation of the local population can provide information on attitudes to car use among different groups. For example, understanding local MOSAIC (Meteosat Operational System for Data Acquisition and Interchange) data can prove valuable in helping form both the messages about increasing cycling and the medium through which those messages are delivered. Gaining a better understanding of the audience can help achieve greater value for money from the schemes that are implemented, as they will be targeted at those most likely to respond positively.





Delivering the benefits of cycling in Outer London

Changing perceptions and attitudes to cycling

Tackling fear of traffic and feelings of vulnerability

How?

Targeted cyclist training

- Cycle training is widely available in Outer London. It can be effective to target training at specific groups that are under-represented in cycling, such as women or certain ethnic minorities, or focusing interventions on those individuals that are new to cycling
- Targeted cycle training is one part of the London Borough of Ealing's Direct Support for Cycling (DSC) programme. Its on-road training programme includes provision for schools, individuals and family cycle training and focuses on providing training in real life situations. Between 2008 and 2009, 755 people took part in Ealing's group child cycle training, including 14 parent/teacher advice sessions. In addition, 203 households were involved in individual training with 85 individuals trained in bike maintenance skills
- In Bromley, the borough road safety team provide Level 1 Bikeability in schools. They work closely with the school travel team to provide Level 2 Bikeability on-road training and to train instructors. Training teachers and parents to become cycling instructors in the schools has been particularly successful
- In Havering, Bike It officers work directly with schools to offer the support and encouragement needed to increase cycling as a way of travelling to school. Almost 2,000 children in four schools in Havering (primary and secondary) have benefited from Sustrans' Bike It. Activities include practical assistance such as Doctor Bike visits, advice on safe cycling, bike maintenance lessons, classroom consultation sessions, as well as events aimed at increasing excitement around cycling, such as Bike Breakfasts, bike generator sessions and a virtual bike race challenge
- At St Phillip's School in Kingston, pupils with learning difficulties were given the opportunity to cycle through the Community Cycling Fund for London (CCFL). The school developed a project that helps children who may never be able to drive
- Field End Junior School has had an after school cycling club since 2007. This teaches control skills, cycle safety and cycle maintenance to 30 pupils a year. It has been supported by the CCFL. Grants from the CCFL must be applied for in the first half of the year

Encouraging children and young people to cycle

- Borough school travel advisors can work closely with schools through the London-wide programme of school travel plans (STPs) and through the provision of cycling curriculum packs for Key Stage 2 and 3, plus events and competitions such as the cycle jersey competition to encourage pupils to cycle TfL supports this through its cycle parking in schools programme, by facilitating local provision of cycle training at schools and supporting programmes such as Bike It, a Sustrans educational-based programme to increase the number of young people cycling to school



Delivering the benefits of cycling in Outer London

Develop and promote quieter routes and off-road cycle lanes to less confident cyclists

- The Greenways programme in London is an ideal platform for this. Sustrans works to deliver TfL's Greenways programme in partnership with boroughs and other agencies. All boroughs are eligible to participate and can work with TfL and Sustrans to develop schemes. A network of coordinated greenways across most London boroughs has been identified and mapped. Work is moving ahead to develop greenways in London through TfL greenways funding and other sources
- Havering has recently secured £700,000 of funding through the Sustrans Connect2 project to provide a continuous greenway route from the north to the south of the borough. This will provide a high quality route that will encourage more cycling for all journey purposes, especially among less confident cyclists
- In Bromley, training teachers and parents to become cycling instructors presents a positive message to others that these people believe in cycle training and this can help to dispel safety fears that can be a barrier to children cycling. Getting the right people in place to promote cycle training in the borough has boosted uptake and improved overall value for money. This has helped build political support for the initiative and has led to the council being accredited as an instructor training centre
- Cycling in London is typified by young/working-age men, with some indications that cycling among younger people has declined recently (comparing London Area Travel Survey 2001 with LTDS 2006/07). There is also anecdotal evidence of 'lost generations' of Londoners unable to cycle as a child and consequently unable to draw on this skill in later life. Encouraging and facilitating cycling among children and young people should therefore be a priority in growing cycling in Outer London

Why?

- Research¹⁹ into the impact of children's cycle training in Southwark, Lambeth, Haringey and Ealing found that two thirds of parents had noticed their children cycling more as a result of the training

¹⁹Impacts of Children's Cycle Training, Outlook Research, 2007





Delivering the benefits of cycling in Outer London

- Despite challenges in Havering (particularly associated with cars being the dominant school journey mode), Bike It achieved dramatic results in the borough:
 - Pupils regularly cycling increased from 4.9 per cent to 23.7 per cent
 - Children cycling to school on the day of the Bike It survey increased from 1.4 per cent to 11.5 per cent
 - Children who had never cycled to school decreased from 88.2 per cent pre Bike It, to 52.3 per cent post Bike It
- One advantage of CCFL funding is that expertise is provided by community cycling officers based at LCC
- Using routes through parks, alongside waterways or on quieter roads with low traffic flow can help new cyclists gain more confidence
- Building confidence through use of these quieter routes can enable individuals to increase their levels of cycling and try cycling on new routes and for new journey purposes

Who?

For more information, visit the following websites:

Sustrans Bike It

www.sustrans.org.uk/what-we-do/bike-it

Community Cycle Fund London

www.lcc.org.uk/community or
community@lcc.org.uk

Ealing cycle training

www.ealing.gov.uk/services/transport_and_streets/cycling/advice_and_training.html

Bromley cycle training

www.bromley.gov.uk/transportandstreets/roadsafety/child_cycle_training.htm

For more information on greenways, email Sustrans or TfL at London@sustrans.org.uk

For more on TfL's school travel advisors, email sta@tfl.gov.uk





Delivering the benefits of cycling in Outer London

Raising awareness of cycling as an alternative to the car

How?

Travel awareness campaigns

- Travel awareness campaigns help to highlight cycling as an alternative to the car and provide information to people who want to cycle. Lambeth Borough Council, for example, has delivered a range of initiatives to promote cycling, including:
 - Car-free day closures
 - Fortnightly column on local cycling news written in the local press by the borough cycling officer
 - Cycle training
 - Advertising campaigns
 - Events including a car-free day, Clean Air for Lambeth and Kids Bike Ride
 - A Heavy Goods Vehicle (HGV) driver cycle awareness programme for all council drivers
- Small scale attitudinal surveys to determine how to segment the local population to ensure the right messages are reaching the right people in the right way
- Boroughs can also make use of existing data sources such as TfL customer research or MOSAIC data to examine attitudes to cycling and driving in their area
- Working with volunteers from local cycling groups can help publicise events and cycling improvements. London Cyclist magazine gave wide coverage to the Hounslow Skyride event in 2009 and LCC volunteers publicised the event locally
- National Bike Week in June is an ideal opportunity to publicise cycling. Redbridge borough and Redbridge Cyclists run bikeathons, children's events and Dr Bike sessions

Building on London-wide campaigns

- Boroughs can tie in with TfL campaigns such as 'Catch up with the bicycle' and 'You're better off by bike' by working with TfL's London Travel Awareness team and developing local campaigns featuring similar messaging that is consistent with wider TfL cycle marketing campaigns. TfL has produced guidance for boroughs on design standards for these marketing campaigns as well as making promotional photos available to boroughs to download. Boroughs can also contact the London Travel Awareness team for information on forthcoming campaigns
- London-wide and local cycling groups also run promotional campaigns, notably during Bike Week. Boroughs should contact the relevant organisations to determine how best to integrate with these campaigns

Working closely with local press and media

- Cycle Aylesbury, one of Cycling England's cycle demonstration towns, has radio adverts and jingles to promote specific cycling events as well as other initiatives including the Gemstone Cycleways network. The organisation also has a regular page in the local newspaper, the Bucks Herald, to promote cycling and inform local residents of the latest cycling news in Aylesbury. Cycle Aylesbury continue to develop and work with new media and has a dedicated website and a link for people to follow on Twitter



Delivering the benefits of cycling in Outer London

Personalised travel planning

- A proven way of changing habitual travel behaviour is by making residents more aware of their travel options, particularly at a point when a significant change occurs in their life, such as a house move. For example, in Worcester, one of the Department for Transport's (DfT's) sustainable travel demonstration towns, where 60 per cent of the population (23,500 households) have been invited to take part in a personalised travel planning (PTP) programme (based on Sustrans' TravelSmart). Those residents expressing an interest in the programme received a tailored package of information providing convenient and realistic alternatives to car use, including cycling. In those areas of Worcester where personalised travel planning was delivered, ongoing monitoring suggests that cycling has increased by 36 per cent, compared to those areas without exposure to PTP
- Personalised travel planning allows boroughs to provide information/advertising for specific initiatives tailored to an individual's needs or interests. It is also an opportunity to explain local benefits of cycling and tackle particular individual barriers in a way that is directly relevant to that person

Why?

- Travel awareness events highlight cycling as an alternative mode of transport and can also promote considerate driving for the benefit of all road users
- Targeted awareness campaigns generate better value for money
- Working with local press and media is an opportunity to disseminate information and knowledge to a wide range of local people
- Since the Cycle Aylesbury campaign started in 2006, Aylesbury has seen an increase from three per cent to 11 per cent in residents using a bike as one of their two main means of transport²⁰
- Tying in with London-wide campaigns helps promote a positive image of cycling to as wide an audience as possible and helps to promote a consistent, positive message about cycling
- Boroughs can also receive the benefits of free advertising and exposure on a much larger scale than borough funding would allow
- By assisting with promotion of local voluntary initiatives boroughs can encourage cycling at little or no cost

Who?

For more information, visit the following websites:

Lambeth's Travel Awareness newsletters
www.lambeth.gov.uk/Services/TransportStreets/Transport/EventsCampaigns/LambethTravelAwarenessNewsletters.htm

Cycle Aylesbury
www.cycleaylesbury.co.uk

Current London-wide campaigns and local cycling groups
www.lcc.org.uk,
www.sustrans.org.uk,
www.ctc.org.uk

London Cyclist magazine
www.lcc.org.uk

TfL London Travel Awareness team
tfl.gov.uk/sustainabletravel

Sustrans TravelSmart
www.sustrans.org.uk/what-we-do/travelsmart

Cycling England
www.dft.gov.uk/cyclingengland

²⁰Cycle City and Towns Programme Overview, Cycling England, 2009



Delivering the benefits of cycling in Outer London

Making cycling an option for all

How?

Changing perceptions

- Cyclicious is an initiative developed to appeal specifically to teenage girls, using a language and tone that seeks to address the particular barriers which dissuade girls from cycling. The Cyclicious brand was first introduced in schools in Hounslow, and has since been rolled-out to other schools, including those in Richmond upon Thames and other boroughs. Cyclicious was developed in response to a survey of teenage girls suggesting that they could not identify with the unfashionable image of cycling. A complementary boys' campaign, Cyclone, has also been developed and is being implemented in a number of London boroughs
- The Cyclicious brand developed a range of fashionable accessories and offered cycle training, resulting in a 400 per cent increase in the number of girls cycling to school in the participating areas
- Community cycling projects have proved an effective way of making cycling accessible to the many hard-to-reach groups in London. In particular they have provided benefits to BAME groups, disabled people as well as older and young people. Such projects have channelled the energies of volunteers and parents into community-based work. The CCFL is now being duplicated at national level

Community cycling projects

- Pedal4Health in Sutton offers cycle training with an emphasis on health benefits to adults and children, targeting people with health problems and those who cannot cycle. The programme offers taster sessions at events and was funded and supported by the CCFL and TfL
- In Hackney, another community project run by STA Bikes, had 34 families enrolled for cycle training incorporating a broad representation of the community including BAME participants. STA has received Neighbourhood Renewal Fund support via the Hackney Strategic Partnership
- The Agewell project in Hammersmith and Fulham helps older people improve their health by organising regular confidence training sessions and cycle rides. The project has also benefitted from CCFL funding

Why?

- Helps individuals to see cycling as just another mode of transport rather than something that only 'fit and healthy young cyclists' do
- Helps meet statutory responsibilities to offer access to goods and services for all

Who?

For more information, visit the following websites:

Cyclicious
www.cyclicious.org.uk

Hackney Strategic Partnership
www.hackney.org

Community cycling project databank and applications for grants
www.lcc.org.uk/index.asp?Pageid=183

London Disability Cycling Forum
www.wheelsforwellbeing.org.uk/wfw/index.php/lcdf/



Delivering the benefits of cycling in Outer London

Demonstrating the flexibility that cycling allows

How?

Provision of facilities at convenient locations

- London-wide and local cycling groups also run promotional campaigns, notably during Bike Week. Boroughs should contact the relevant organisations to determine how best to integrate with these campaigns
- There may also be a role for boroughs to explore innovative solutions such as cycle hire
- A local bike store on-site selling cycles and equipment, as well providing advice and information on events
- An innovative scheme to reward cyclists with vouchers for local cycle retailers
- Interest free season ticket loans for public transport users

Workplace travel planning

- Facilities can often be provided as part of a wider workplace travel plan offer. For example, when GlaxoSmithKline's (GSK) head office opened in Hounslow in 2001, it developed a workplace travel plan for GSK House, linking the strategy into the company's Environment, Health and Safety vision. This included initiatives such as:
 - Secure, covered cycle parking
 - New, high quality changing facilities
 - Regular on-site cycle maintenance sessions
- Regular free shuttle bus service between GSK House and local Underground stations
- Car-sharing database with a guaranteed ride-home facility for all participants
- Car park management which means employees can only park on the GSK site for four out of every five weeks
- Regular internal communications and events to promote the travel plan
- Boroughs should act as a good example by implementing their own travel plan and can promote the TfL Corporate and Enterprise workplace travel plan scheme to businesses in their borough





Delivering the benefits of cycling in Outer London

- Boroughs can encourage businesses to sign up to the Government's Cycle to Work scheme, which provides tax free bikes and equipment to employees
- Boroughs should sign up to the Government's Cycle to Work Guarantee scheme in which businesses sign up to five key cycling principles, and encourage businesses in their borough to do the same
- Being a leading example helps boroughs to generate political support for cycling initiatives

Why?

- Workplace travel planning tackles a number of barriers, particularly those associated with a lack of facilities and the convenience of the car
- Workplace travel planning has proven results in increasing cycling rates, for example, GSK has trebled the level of cycling at its Hounslow offices as well as having benefits to businesses. These include providing excellent facilities and incentives for cyclists which cost GSK up to 80 per cent less than a car driver requiring a parking space

Who?

For more information, visit the following websites:

Cycle to Work scheme

www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkguidance/

DfT Cycle to Work Guarantee scheme

www.dft.gov.uk/pgr/sustainable/cycling/cycletowork/

For an example of a borough travel plan

www.haringey.gov.uk/haringey_goes_greener_with_new_staff_travel_plan

To contact the TfL Workplace Travel Planning team, go to worktp@tfl.gov.uk





Delivering the benefits of cycling in Outer London

Making cyclists feel safer on less familiar journeys

How?

Improved wayfinding

- The LCN+ is partly complete and additional signage or minor works can often complete useful routes for cyclists. Almost all Outer London borough links have been fully consulted and documented with costings provided for all required improvements
- In Aylesbury, a network of cycle routes was branded the Gemstone Cycleways. A network of eight colour-coded routes, each denoted by a different gemstone, is signposted to destinations including the rail station and town centre. The routes are featured with branded signposts that also include the time taken in minutes to reach a destination. Alongside the route branding, Cycle Aylesbury has also produced pocket-sized cycle guides to promote the routes to local residents
- Boroughs can also promote and distribute the existing London Cycle Guides developed by LCC and TfL. These detailed maps show all recommended and signed cycle routes and cover all London boroughs. They also indicate where there are off-road or quieter cycle routes and stations with cycle parking available. Maps are available from Underground and rail stations as well as libraries, leisure centres and Travel Information Centres. Making the maps

available at workplaces, council offices and other locations can also encourage cycling uptake

Publicising journey planners for cyclists

- Boroughs and other relevant partners can add the TfL Cycle Journey Planner to their websites for free. Once installed, users of the partners' site can click on the Journey Planner button or web form to get all the information they need to plan their cycle journey, including up-to-the-minute information on delays and route changes
- All council-owned or funded destinations should also have a 'By cycle' travel option on their website. This should include the location of cycle parking and information on the nearest cycle routes including links to the TfL Journey Planner and the number of the correct local Cycling Guide for the area
- Borough websites can also assist potential cycle users by providing the names and contact details for local cycle groups and local cycle shops





Delivering the benefits of cycling in Outer London

Led rides

- Boroughs can team up with partner organisations including LCC, local cycle groups and Sustrans to promote and organise local led rides. TfL's Cycle Fridays initiative is a recent example of such collaboration. These free commuter group rides followed six routes into central London every Friday and were led by trained marshals from the LCC. More than 400 people took part in this short series of rides
- Bromley Cyclists run regular rides aimed at women which introduce convenient local cycle routes. Barnet and Richmond Cyclists also run regular weekend leisure rides that are open to all
- Promoting maps and journey planners can help increase awareness of cycling opportunities and information available. Publicising existing cycle journey planners is also low cost for boroughs
- Led rides can help infrequent cyclists overcome their fear of traffic on unfamiliar routes by enabling them to experience these routes in the safety of a group

Why?

- Reducing uncertainty for cyclists who lack confidence by providing directions to common destinations and landmarks can help overcome feelings of vulnerability and encourage uptake
- People increasingly use the internet for journey planning information

Who?

For more information, visit the following websites:

To order free maps, go to the TfL website tfl.gov.uk/cycleguides

TfL Cycle Journey Planner
tfl.gov.uk/cycling

Aylesbury Gemstone route map
[www.cycleaylesbury.co.uk/userfiles/TownWideMap\(1\).pdf](http://www.cycleaylesbury.co.uk/userfiles/TownWideMap(1).pdf)

London Cycling Campaign's contacts and rides guide www.lcc.org.uk





Delivering the benefits of cycling in Outer London

Making Outer London more attractive for cycling

Tackling high traffic speeds

How?

Traffic speed management/traffic restraint measures

- Boroughs can introduce a range of measures prioritised through their LIP funding
- Boroughs can also audit their existing cycle network to identify gaps in provision
- The Royal Borough of Kingston upon Thames (RBKT) has introduced a programme of traffic calming alongside the introduction of controlled parking zones to 'make local roads less aggressive'
- Boroughs can use 'sinusoidal' speed humps that are cycle-friendly, for example, in Ealing and Islington
- New cycle lanes or tracks may also be appropriate depending on circumstances
- There is potential for 'home zones' and 20mph limits to be introduced in certain areas, for example, outside schools, in residential areas or shopping streets
- Boroughs can encourage better enforcement of speed limits through the use of safety cameras and liaison with the police

Why?

- Reducing traffic speeds and volumes helps overcome the fear of traffic for people cycling
- An audit of the existing cycle network can identify gaps in provision for cyclists
- Through traffic calming and parking restrictions, vehicle speeds can be reduced, and vehicles searching for parking spaces are diverted from local roads, leaving quieter, less trafficked streets for cyclists
- Schemes to reduce traffic speeds have helped to increase the mode share of cycling in Kingston to just under two per cent, the third highest of all Outer London boroughs
- In Watford town centre, Hertfordshire County Council opened the pedestrianised areas to cyclists, allowing them to avoid the nearby trafficked routes. An automatic cycle counter in the area has shown that over the course of a year from April 2004, more than 140,000 trips were made, or an average of 387 trips per day

Who?

Details of existing resources and best practice examples of innovative infrastructure are provided in Annex 2.





Delivering the benefits of cycling in Outer London

New cycle parking to encourage more frequent journeys

How?

Cycle parking/facilities at convenient locations

- At Surbiton rail station in RBKT, the council worked with TfL and South West Trains in May 2004, to increase the quality and quantity of secure cycle parking including covered cycle parking.
- In the space of two years, Odense – Denmark's national Cycle City – established more than 2,000 new cycle parking spaces. All of the cycle parking introduced was of high quality with the design stressing functionality and aesthetic quality. The cycle parking introduced at Odense Central Station included CCTV coverage, baggage lockers and a cycle store.
- Surveys report that following the installation of additional stands at Surbiton rail station:
 - One quarter of respondents stated that they only started cycling since the parking was introduced
 - Nearly one in five cycle to the station more often
 - One third stated that they would have been unlikely to cycle without a parking facility at the station
 - Nearly one third have replaced another mode of transport as a result of the introduction of cycle parking. Importantly, just over one in 10 have replaced the car with cycling
- The overall programme of initiatives implemented when Odense became a Cycle City led to a 20 per cent increase in the number of journeys made by bike over the first two years – an estimated 25,000 new cycle journeys every day

Residential cycle parking

- The London Borough of Ealing has used funding from TfL to install 65 cycle lockers on two estates so that residents have somewhere secure to store their bikes. Lockers were allocated to residents who cycled regularly and recipients signed a contract stating that they would only use the locker for storage of cycles and accessories. The council has also piloted the provision of secure home parking for cycles. Eight Trimetals lockers capable of holding two adult bikes and one folding or child's bike were allocated to select individuals contacted through the Ealing Cycling Campaign. Recipients of the bike lockers paid £50 towards the cost (unless they were unemployed) and Ealing covered the remaining £550 costs for purchase and installation

Why?

- Introducing cycle facilities and parking at convenient locations helps to encourage more frequent journeys and also reduces fears of bikes being stolen
- The introduction of more cycling facilities at popular destinations also helps to reduce concerns that there won't be anywhere to park bicycles

Who?

For more information, visit the following websites:

London Borough of Ealing
www.ealing.gov.uk/services/transport_and_streets/cycling/contact_us/

Odense Cycle City
www.cykelby.dk/eng/

Royal Borough of Kingston upon Thames
www.kingston.gov.uk/cycling



Overcoming severance

How?

Increasing permeability through infrastructure

- Three main ways to improve permeability, include:
 - Returning gyratories to two-way operation
 - Returning one-way streets to two-way operation or making one-way streets two-way for cycling
 - Improving cycle access, for example, by dropped kerbs or cycle gaps
- The London Borough of Haringey has introduced contraflow cycle lanes to open up previously restricted routes for cyclists. An example of this is on St Michael's Terrace in Wood Green, where a contraflow cycle lane has allowed local cyclists to adopt a more direct route (see Figure 9).
- Hounslow has reduced severance caused by the railway line by constructing a new pedestrian and cycle crossing on the Bedfont Road bridge. Bedfont Road provides the only direct route between important local amenities and employment sites on either side of the railway line and before the introduction of the new crossing, there was no dedicated provision for pedestrians or cyclists on this route. The new bridge cost £1.4m, of which £1m was provided by TfL through the LIP programme, and the rest was provided by the borough. Construction of the scheme required close partnership working with local landowners, utility companies and Network Rail
- Filtered permeability – point road closures that maximise permeability for bikes, buses and pedestrians (and allow emergency services access) but restrict it for cars – has been successfully applied in a number of European cities and on a smaller scale in some London streets, for example, in Ealing and Hackney. Ealing has provided two-way access for cyclists in most of its traffic management scheme enabling cycle users to avoid busy roads. Such prioritisation of cycling and walking can also be seen in Sutton Town Centre's Area Action Plan
- Some barriers will be expensive to overcome and may take time to implement. In these cases, temporary or gradual solutions that go some way to improving permeability for cyclists can be put in place. For example, the Elephant and Castle gyratory is a significant barrier on one of the proposed Cycle Superhighways; initially this will be combated by providing clearly signed alternative routes that avoid this major junction





Delivering the benefits of cycling in Outer London

Development planning

- There is an important role for development planning in creating a permeable network that enables cycling. Both local development frameworks (LDFs) and individual Development Control decisions can contribute to environments that encourage cycling. This could include limiting the number of car parking spaces provided at new developments, or making town centres car-free, as well as the provision of cycling facilities. Considering cycling from the outset at the design stage of new developments should help avoid the expensive and often complicated process of retrofitting cycling infrastructure
- Land use planning in a wider sense can also play a role in encouraging more people to cycle. Creating an urban environment where homes, jobs and key services are within close proximity to each other presents greater opportunities for making these short trips by bike
- Boroughs can develop good practice guidance and development guidelines, for example, Hackney has produced some good guidance on designing the public realm, which includes specific advice on providing space for cyclists and integrating their needs into high quality, sustainable design
- TfL is also planning to publish guidance for landowners and those involved in development planning, offering good practice advice and case study examples of high density, flexible and cost effective use of space for cycling
- Boroughs should work closely across transport and planning departments to ensure the LDF sets the overall context for development that encourages travel by sustainable modes and that provision for cyclists is considered when planning permission is granted

Why?

- Efforts to overcome severance can create new routes for cyclists by improving permeability. Overcoming severance can also help reduce the fear of traffic by making it easier to cross busy roads
- Filtered permeability simultaneously improves the quality or liveability of neighbourhoods and creates advantages for travelling by foot or bike in terms of providing quicker, more direct routes through traffic-calmed neighbourhoods
- It can also give the active travel modes of walking and cycling an advantage for local trips, which compared to the car become quicker, more direct, pleasant and convenient

Who?

For more information, visit the following websites:

Download the London Borough of Hackney's development planning documents at www.hackney.gov.uk/public-realm-spd.htm

Sutton Town Centre Area Action Plan www.sutton.gov.uk/index.aspx?articleid=1398



Delivering the benefits of cycling in Outer London

Delivering effective cycle solutions

Fostering political support within the borough

How?

Hold cycling events to get people engaged

- An estimated 11,000 people attended the Hounslow Skyride 2009 event in August to ride the 10km traffic-free route, including access to normally unseen parts of Syon Park and Osterley Park. Led rides from other boroughs were also organised to join up with the main event
- Boroughs can also set up various cycling-related activities and stalls to promote sustainable travel along the route
- Celebrity guests can help boost interest and support for events such as these
- Boroughs can also work with local community groups, both cycling and non-cycling, to help generate interest and political support
- Smaller scale targeted events can also be effective at encouraging and promoting cycling to the public and politicians. For example, Carshalton's Give Your Car the Day Off event in September 2008. The street festival was held in a highly visible location on the high street and aimed to bring the key messages underlining sustainable transport options to life. The main focus of the event was an 'imovelondon' pledge tree where visitors pledged to swap at least one car journey a week to walking, cycling, public transport or car sharing

Focus on evaluation and monitoring of schemes

- Boroughs can install automatic cycle counters in their area
- Boroughs can conduct simple questionnaires to get feedback on schemes and initiatives that have been implemented
- The Sustrans Bike It scheme in schools is monitored by a before and after 'hands up' survey of children and a report on the lessons learnt from each school participating in the scheme

Boroughs can also use data collected by TfL such as traffic and cycle counts on the Transport for London Road Network (TLRN) to look at changes in travel mode choices over time

- Boroughs may be able to adapt or add to other local surveys already undertaken in the borough, for example, a resident's panel survey could include questions about attitudes to cycling
- Boroughs can develop a cycling strategy which sets clear objectives and targets for cycling in their area

Cycling champions for the borough

- Cycling England has launched a scheme to encourage local authorities to appoint an elected member to become a cycling champion to promote cycling in their authority at a political level. Salisbury District Council's member champion Councillor Helena McKeown, says:
'[Cycling England] provided invaluable information on sponsorship and events elsewhere around the country. For example, Cycling England's cycle member list offers advice on cycling events other cities have developed and provides possible sources of funding.'²¹
- Borough leaders can also play an active role in championing cycling within their borough and efforts can be made to establish cycling ambassadors among local residents and businesses as well
- Wandsworth Cyclists (an LCC group) organised Movers and Shakers, a year-long project to introduce cycling to politicians and other locally influential people. Politicians, including Transport Minister Sadiq Khan were given the opportunity to experience cycle training and ride along a convenient cycle route to their workplace. The project has now been successfully replicated in Redbridge

²¹ Active Communities: Cycling to a Better Quality of Life, Local Government Information Unit, March 2009



Delivering the benefits of cycling in Outer London

Why?

- Mass cycle rides can highlight the open space available for cycling and encourage local residents and people from further afield to get on their bike
- The response from the public, press and politicians to the Hounslow Skyride was very positive, showing support for cycling and for the continuation of events such as this
- Large scale popular events help demonstrate the value and popularity of cycling. This is likely to encourage further local support for future events and cycling initiatives generally. Regular street closures on Sundays can also be popular locally and attract business to local shops
- There were 2,178 visitors to Carshalton's Give Your Car the Day Off event and 227 pledges made. Overall, 64 per cent of visitors said they had learnt about alternatives to their car journeys and would either aim or consider reducing car use as a result
- Good data and research is important to demonstrate the benefits of cycling and to build the case for future investment
- Good evaluation of schemes also allows lessons to be learnt about where improvements could be made in the future, what works and what doesn't
- Developing a cycle strategy with clear objectives and targets enables council officers to plan policies that work in conjunction with each other and ensure joined-up working across departments. It also assists in planning by developers and other external agencies, which become aware of the cycling provision required for projects to be supported
- Having an elected member who is a cycling champion can help to raise the profile of cycling in the political arena. It also provides the borough with advice, information and access to a funded package of support measures from Cycling England for the designated member champion
- Schemes like Movers and Shakers help to make politicians and officers more aware of the needs of cyclists and the potential benefits of cycling to the community

Figure 8: Participants at Hounslow Skyride 2009





Delivering the benefits of cycling in Outer London

Who?

For more information, visit the following websites:

Hounslow Skyride

www.hounslow.gov.uk/index/leisure_and_culture/events_overview/skyride.htm

Bike It Technical Report on Monitoring 2009

www.sustrans.org.uk/assets/files/Bike%20It/SRS_BikeIt_TechReport2009.pdf

Cycling England Cycle Champions

www.dft.gov.uk/cyclingengland/encouraging-cycling/member-support/

Maximising funding opportunities

How?

Partnership working – PCTs, workplaces

- In Tower Hamlets and other London boroughs, PCTs are working closely with cycling and mental health charities to offer led ride programmes to patients at surgeries, disabled people and mental health service users. The programmes offer the opportunity for participants to rediscover the joy of cycling and its benefits to their general health and mental wellbeing in a safe and supportive environment. National standard instructors lead rides through London's parks, with an emphasis on helping participants continue cycling when the scheme finishes by linking them into other cycling groups
- Tower Hamlets was the first local authority to have a Sustrans Bike It officer funded by the PCT which also works closely with volunteers from the local LCC group (Tower Hamlets Wheelers) and Bikeworks (a training provider)
- Active Steps is a programme developed as part of the Smarter Travel Sutton initiative in partnership with Sutton and Merton PCT, Sutton Council and TfL. It aims to improve people's health and wellbeing by helping them to change their travel habits and adopt more active forms of travel. The programme is a free 12-week support programme and includes a meeting with a specially trained NHS Active Travel advisor who will help individuals to beat barriers to cycling, create personal goals, and

give them step-counters, information on cycling routes and free cycle training. The participants also receive weekly postcards and text messages to keep them motivated and focused

- Boroughs can involve the local Chamber of Commerce in supporting cycling initiatives. In Sutton, the leader of the local Chamber of Commerce championed the Smarter Travel Sutton programme and helped through organising and attending business breakfasts, writing articles in newsletters and generally being a spokesperson for the campaign

Utilising Section 106 and Community Infrastructure Levy funding

- Boroughs can work with developers to negotiate S106 funding for cycling infrastructure and measures such as travel plans associated with new developments. For example, the North Lewisham Links Strategy is working with Sainsbury's to introduce a light traffic route to run parallel to the New Cross Road
- Lewisham has a S106 monitoring officer who checks that S106 funds are spent appropriately. The officer has improved the process for monitoring S106 agreements and also for obtaining the money using a system of staged payments. Developers in the borough pay some at the construction stage and the remainder once the building is occupied
- Lewisham also set up an agreement with the developers to make sure that the borough is delivering on its S106 commitments and spending the money as agreed. For example: 'If a toucan crossing is not in place in five year's time (2012), Lewisham will pay the money back to the developer'
- Boroughs should have a clear statement of their policies on S106
- Boroughs could also adopt a tariff or standardised approach as a starting point to S106 payments so that developers know what is expected of them



Delivering the benefits of cycling in Outer London

- Boroughs should be mindful of the impact of the new CIL, which is expected to come into force in April 2010. Boroughs will need to agree their infrastructure requirements at an early stage when the charging schedule is set out and will, therefore, have to be pro-active in considering what cycling infrastructure and facilities could be provided in their area
- The support and promotion of cycling initiatives from a third party can be vital in securing funding and credibility for the scheme in the wider community, as happened in Sutton

Integrate cycling into other LIP-funded schemes

- Rather than compartmentalising schemes into mode-specific objectives, efforts should be made to link cycling into the different funding areas. The new LIP funding process should facilitate this integration
- In Bromley, different borough departments work together, combining LIP funding to work towards shared objectives. In particular, the school travel planning and road safety teams both use cycling initiatives to get across consistent messages about road safety. The Borough Road Safety Action Plan also includes a toolkit with school travel planning (including cycle training and parking) at its core
- Development Control processes allow boroughs to specify the infrastructure requirements they want
- Infrastructure and facilities are built into the design process of new development resulting in better provision for people who want to cycle
- Cycling benefits a number of policy areas and often schemes aimed at tackling other issues, such as road safety, can have knock-on benefits for cycling

Why?

- By specifically targeting individuals who would like to become more physically active, but haven't yet found a way of integrating this into their routine, the Active Steps programme can help to overcome the feelings of vulnerability that many people experience. As a result of the programme, 97 per cent of service users reported being more physically active and 60 per cent said they had made a permanent change to the way they travel
- Cycling can play a role in meeting other National Indicators such as tackling childhood obesity and reducing carbon emissions
- Funding and support for cycling initiatives can be made available by working in partnership with other organisations such as PCTs and the private sector
- Partnership working maximises funding opportunities and gains support for cycling initiatives from other organisations in policy areas

Who?

For further information, visit the following websites:

Tower Hamlets Cycling for Health programme
www.bikeworks.org.uk/cycling-for-health.php

Active Steps
www.smartertravelsutton.org.uk/newsandevents/news/87

LIP2 guidance is available on the borough extranet





Delivering the benefits of cycling in Outer London

Training and motivating staff to implement effective cycling schemes

How?

Mainstreaming cycling in borough councils and partners

- This could be supported through mechanisms such as Local Strategic Partnerships. In Sutton, for example, a Walking and Cycling Committee was established to facilitate communication and planning across a number of different departments, such as leisure and sport, economic development (for regeneration projects and workplace travel plans) and education
- Sutton's schools cycling officer also works across a wide variety of projects. Rather than the officer needing to lead on all of them, he/she focuses on developing relationships within and across departments to 'get things done' and the result has been the development of a number of new cycling initiatives. These include the Cycle Road Show, a partnership with a local charity Ecolocal to promote their cycle maintenance classes, and Sutton Schools Cycling Championship promotion
- Expertise and advice is also available to boroughs through a number of other organisations including the LCC, Sustrans and Cyclists' Touring Club (CTC – the UK's national cyclists' organisation). The LCC is also involved in the allocation of grants provided by TfL and the National Lottery fund to local community projects. Sustrans has a range of information and technical guidelines online covering a broad range of cycling issues including active play and travel, active travel and healthy workplaces, highways and greenways interface design guidance

Auditing to improve performance and educate staff

- BYPAD (Bicycle Policy Audit) is a tool developed by a consortium of bicycle experts as part of an EU-funded project. It is a series of nine modules to review how good cycle policy is in an area, how efficient and effective it is, and how it can be improved. It is based on the principle of combining quality management processes, such as ISO 9000 from the business world, with cycling policy
- As part of the BYPAD audits a quality plan is developed, defining the aims of the cycling policy over the next few years and the steps required to achieve them

Use support available through cycling organisations

- Boroughs can utilise Cycling England's expert team who offer up to five days of free technical advice to assist with cycle engineering, planning and encouraging cycling to help them make the most of their financial and staff resources
- Cycling can help support a number of policy areas, not just transport. By integrating cycling initiatives across council activities, its wider relevance can be seen and new resources can be drawn in to support these initiatives
- Staff can be educated about where cycling policy can be improved to ensure they are getting the most out the resources available to the borough
- More than 100 cities and 18 regions in 21 countries have already undertaken a BYPAD to help identify how to strengthen their cycling policy and solutions for improvement
- The Cycle England programme and contact with other cycling organisations provides boroughs with access to expert knowledge to supplement that of borough staff. Boroughs can also get additional staff resource for particularly busy times or challenging projects
- Auditing performance and establishing a quality plan maximises time and resources available to boroughs
- Boroughs can make a strong case for additional funding available through grants such as the National Lottery fund if cycling is integrated across policy areas and is seen to contribute to wider borough policy goals

Why?



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Who?

For more information, visit the following websites:

Smarter Travel Sutton
www.smartertravelsutton.org

Bicycle Policy Audit
www.bypad.org/

Cycling England Technical Support
www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2009/03/la_professional_support_team.pdf

For best practice examples and resources, go to:

www.ctc.org.uk

www.lcc.org.uk

www.sustrans.org.uk/resources

Conclusions

Boroughs should aim for a mixture of solutions to promote cycling, incorporating the following key themes:

- Smarter travel – marketing, information, training, promotion and travel planning
- Innovative infrastructure – including traffic and speed management, increasing permeability, new infrastructure and provision of cycle parking and associated facilities
- Partnership working and mainstreaming cycling – integrating cycling across borough policy, working with partners such as PCTs, schools, the police and workplaces
- Political commitment and leadership – strong support for cycling from local politicians, borough leaders and senior staff with the borough setting a good example in terms of the promotion of cycling and the implementation of an effective travel plan, and through improved monitoring and evaluation of schemes

LIP programmes offer the context to bring these different programme areas together to form a package of complementary measures. Some solutions will be best suited to particular groups of people or barriers, and some require more investment of time and money than others. But through effective partnership working and careful selection of the right mix of measures, many of the barriers to cycling in Outer London can be overcome.

The following page sets out a framework illustrating the interactions between different barriers and solutions to promoting cycling in Outer London. It also shows how these might be brought together into an overall approach to increasing cycling in Outer London. These ideas are discussed in more detail in chapter six.





Delivering the benefits of cycling in Outer London

Solution	Attitudinal					Physical			Delivery		
	Fear of traffic	Convenience of car	Concerns over look and feel of cycling	Lack of flexibility/spontaneity	Unfamiliar journeys	High traffic speeds	Lack of cycle parking/facilities	Severance	Lack of political support	Lack of funding	Lack of trained/experienced staff
Targeted cycle training programmes	Orange		Orange								
Workplace travel planning		Orange	Orange	Orange			Green			Blue	
Personalised travel planning	Orange	Orange	Orange	Orange	Orange						
Promoting quieter routes to novice cyclists	Orange	Orange			Orange	Green					
Awareness campaigns	Orange	Orange	Orange	Orange	Orange				Blue		
Working with local press/media		Orange							Blue		
Building on London-wide marketing campaigns		Orange							Blue	Blue	
Changing perceptions – Cyclicious			Orange	Orange							
Facilities at convenient locations		Orange		Orange			Green				
Improved wayfinding	Orange	Orange			Orange	Green		Green			
Publicising cycle journey planners/ maps		Orange		Orange	Orange	Green		Green			
Led rides	Orange				Orange						
Traffic speed management	Orange					Green					
Traffic restraint measures	Orange					Green					
Cycle parking/facilities at convenient and safe locations		Orange		Orange	Orange		Green				
Residential cycle parking		Orange		Orange			Green				
Increase permeability through infrastructure		Orange						Green			
Development planning	Orange	Orange		Orange		Green	Green	Green			
Cycling events to get members/public engaged	Orange	Orange	Orange	Orange	Orange				Blue	Blue	
Improved evaluation and monitoring									Blue		Blue
Cycling champions for the borough									Blue	Blue	
Borough leading the way in travel planning									Blue		
Partnership working									Blue	Blue	Blue
Integration across LIP funding										Blue	
Utilise S106 and CIL						Green	Green	Green		Blue	
Mainstreaming cycling across borough council										Blue	Blue
Auditing to improve performance and educate staff											Blue
Organisations										Blue	Blue



6. Bringing the solutions together

The previous chapter sets out some solutions to the key attitudinal, physical or delivery barriers to cycling in Outer London. In order to successfully overcome the barriers to cycling in Outer London an integrated approach is required. This includes not only the integration and mainstreaming of cycling within borough policy, but the combination of a number of different solutions in order to provide an integrated approach.

Principles

The underlying principles of this approach are:

- Delivering a variety of smarter travel interventions
- Using innovative infrastructure measures
- Demonstrating political commitment in the borough
- Creating partnership working opportunities and mainstreaming cycling

Outer London boroughs that adopt such an integrated approach can maximise the potential for growth in cycling, and may aspire to being known as Biking Boroughs.

Having a defined cycling strategy with clear targets and a monitoring and evaluation plan will set the framework for a successful cycling programme. This programme will require strong partnership working and commitment to the strategy led by the borough and including partners such as TfL, NHS London, the Metropolitan Police, local businesses and schools. Key stakeholders should be consulted in the design, delivery and monitoring processes of implementation to ensure success.

Boroughs should also look to maximise their environmental assets such as parks and waterways to promote cycling locally as well as integrating with London-wide cycling schemes.

Areas of focus

There is considerable potential for cycling in Outer London if the barriers to cycling can be overcome. Much of this potential is in the form of dispersed, short car trips that could easily be cycled. While large schemes such as Cycle Hire and Cycle Superhighways are planned for central and Inner London, the dispersed nature of the potential in Outer London suggests that a less intensive, area-based approach to increasing cycling is more appropriate.

Nevertheless, key pockets of high demand exist, for example, town centres and key transport interchanges. These areas may warrant an intensified programme of cycling initiatives to create a cycle hub where the potential for mode shift to cycling is greatest and resources can be targeted.

Good evaluation and monitoring of what works and attitudes to cycling among different socio-demographic groups should help to ensure the right mix of solutions are implemented in the right areas.

Delivery

London boroughs are already taking the lead in delivery in many areas and work closely with TfL on both pan-London and area specific cycling initiatives. Delivering a cycle revolution in Outer London will be a locally-led initiative that draws on the support of other agencies including TfL, LCC, London Councils and Sustrans. Collaboration and communication will be key to a new approach to delivery.

Some of the funding opportunities for cycling have been outlined in chapter five looking at solutions to the barriers to cycling in Outer London. Funding for the appropriate package of measures to increase cycling will principally come through the existing LIP funding allocations. This presents an opportunity for boroughs to demonstrate their response to the new LIP flexibility and to integrate cycling across borough policy. The table below shows that initiatives that benefit cycling can operate across a number of LIP funding categories, presenting many opportunities to mainstream cycling in borough policy.



Delivering the benefits of cycling in Outer London

Table 4. Examples of cycling initiatives and their fit with LIP funding categories

Initiative	Smarter travel	Area-based schemes	Corridors and neighbourhood	Maintenance
Personalised travel planning	High			
Workplace/school travel planning	High			
Led rides	High			
Cycle events in the borough	High			
Awareness campaigns	High	High		
High quality, targeted cycle training programme in the borough	High	High		
Changing perceptions of cycling among non-cyclists	High			
Improved permeability		Medium	Medium	
Crossing points			Medium	Medium
Network of quiet routes			Medium	Medium
Improved wayfinding	Medium	Medium	Medium	
Provision of cycling facilities at key locations		Medium	Medium	
Provision of safe, secure cycle parking at key locations	Medium	Medium	Medium	
Traffic restraint and speed reduction measures			Medium	
Development planning		Medium	Medium	
Integrating cycling across all LIP schemes and categories	High	High	High	High
Use support available through cycling organisations				
Auditing to improve performance and educate staff				
Mainstreaming cycling across the borough council and partners				
Partnership working – PCTs, workplaces, etc	High	High	High	High
Borough leaders/members as cycling champions				
Improved evaluation and monitoring	High	High	High	High
Utilising S106 funding and CIL	High			
Leading the way through travel planning	High			



Delivering the benefits of cycling in Outer London

Alongside the LIP funding allocation, boroughs should also look to draw on funding available through partners such as PCTs and other organisations, as well as S106 and CIL arrangements from Development Control. This could be through the direct provision of cycling facilities and infrastructure or as ancillary parts of other schemes, for example, urban realm improvements.

TfL will also work with boroughs and other stakeholders to develop and support this work, and define the programme for Biking Boroughs moving forward.

Linkages with London-wide cycling initiatives

This new approach to the delivery of cycling initiatives does not mean that the good work already being undertaken will stop or be replaced. Merely by adopting a more integrated approach to delivery and mainstreaming cycling within borough policy, more effective, value for money results can be achieved. The focus is on a new way of thinking to ensure better integration between schemes, within boroughs and across London.

In order to deliver a truly integrated solution to increase cycling, Outer London boroughs should also look to link in with TfL cycle projects and awareness campaigns. Of particular relevance to Outer London is the planned Cycle Superhighways programme. Several Outer London boroughs are either termini of Cycle Superhighways or have routes running through their boroughs. There is a real opportunity for these boroughs to build on the investment in cycling facilities and promotion that will be taking place as a result of the programme.

Conclusions

This report has highlighted the key barriers to cycling in Outer London, namely attitudinal barriers, physical barriers and barriers to borough delivery of cycling initiatives. While these barriers exist, there is considerable value to breaking them down and encouraging more cycling in Outer London. Increasing cycling can contribute to a number of National Indicators, represents good

value for money, and can improve the local economy, environment and quality of life for Outer London residents.

There is also significant potential to increase cycling in Outer London if the barriers can be overcome, with initial analysis of LTDS data showing a high percentage of short car trips that could easily be cycled in Outer London and some concentrated pockets of high demand around metropolitan centres.

In order to realise this potential, a combination of locally-led measures are required to encourage and facilitate cycling. These measures are likely to include both infrastructure improvements and marketing and promotional activities. They will also require political commitment and partnership working to achieve success. Boroughs who adopt this approach can aspire to achieve a step-change in levels of cycling with the potential for other benefits. These include a reduction in health inequalities, thriving local town centres, and a reduction in local congestion and carbon emissions.



7. References

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- www.cykelby.dk/eng



8. Annex 1: Method note

This report has gathered a number of data sources to test the hypotheses around barriers to cycling in Outer London.

Existing customer research was used for the basis of investigation into the barriers to individuals that prevent them from cycling in Outer London. TfL has collected a huge range of material on attitudes to cycling, behavioural change and the near market from focus groups and in-depth interviews. Where possible this has been disaggregated to gain specific information about barriers in Outer London.

The main sources of information used in this report on the individual barriers to cycling in Outer London are:

- Attitudes to Cycling 2009 Research Report – based on a telephone survey of 1,004 adults and 57 children (aged 10 to 15)
- Salient barriers and motivations for near market cyclists 2009 – based on 10 two-hour focus groups with individuals at different life stages, and with a 50/50 split between those possibly and those definitely considering cycling in the next 12 months
- Exploring the journey into cycling with new cyclists 2009 – based on 16 one-and-a-half-hour, in-depth interviews with a range of people in London who have taken up cycling in the last 12 months

Physical barriers and the associated solutions can be very specific to a particular area and, as a result, there are a large number of individual examples. To identify which are the main physical barriers to cycling in Outer London, this report has adopted a solutions-led approach to this area of research. It looked at commonly delivered solutions to physical barriers using case studies of Outer London boroughs where physical barriers have been successfully overcome. By exploring what's been done and whether it has been successful, the report identifies the most significant physical barriers to cycling in Outer London and their potential solutions.

In order to identify barriers to the delivery of cycling schemes in Outer London, case study telephone interviews were conducted with six Outer London boroughs. These boroughs were selected to represent a range of locations and mode share of cycling. The semi-structured interviews, held with heads of transport or other relevant senior officers, lasted around half an hour and gave the borough officers the opportunity to present their thoughts on cycling in their borough and the barriers to delivering cycling in Outer London. This enabled the testing of hypotheses around the barriers to delivery and to look for examples of best practice in overcoming them.



9. Annex 2: Additional resources

London Cycling Design Standards (TfL, 2005) (LCDS)

Providing detailed guidance on cycle-friendly road design in London, TfL recommends that the advice be followed in all traffic schemes from major junctions to parking programmes (poorly located car parking can make significant differences in road danger to cyclists). It shows due diligence if a council traffic scheme follows the guidance. According to LCDS, council officers should notify a cycling expert whenever a disbenefit to cycle users is introduced on any of the routes marked in blue and yellow on the local Cycle Guides. As part of the Cycle Superhighways programme a supplement to the LCDS is being developed.

Cycle Infrastructure Design (DfT, 2009)

This is the well-researched and consulted national advice on cycle infrastructure. It is now considered the standard to follow at the national level and builds on the information provided in the earlier, though more detailed, LCDS.

Cycle Audit and Review (The Institution of Highways & Transportation/ Department of the Environment, Transport and the Regions)

This document, along with the more recent TfL Vulnerable User Audit, provides a method of assessing a traffic scheme from the perspective of vulnerable road users. If it is utilised before a traffic scheme is introduced it can help prevent the costly retrofitting of safety improvements for cyclists and walkers at a later stage.

LCN+ documentation

While the 900km LCN has not been fully implemented, the background research, consultation, basic feasibility and costings are now complete. The documentation is currently available on the LCN+ website as a series of reports covering every section of LCN+ route in each borough.

In many cases councils may find that the researched LCN+ routes form convenient links between borough town centres and between key locations such as stations and places of employment. In many cases they can be easily included in LIP programmes with minimal additional work.

Manual for Streets

Provides guidance for practitioners involved in the planning, design, provision and approval of new residential streets and modifications to existing ones. It aims to increase the quality of life through good design which creates more people-orientated streets. It includes a specific section on cycle parking as well as advice on how to integrate provision for cyclists into urban design. For more information, go to www.dft.gov.uk/mfs

London Cycling Action Plan (TfL, 2004)

Follows a review of other cities and provides an enabling framework and a comprehensive and interlinked set of actions designed to deliver significant improvement in the cycling environment and encourage more Londoners to cycle. It highlights the benefits of a collaborative approach – sharing expertise and best practice – and co-ordination of projects and programmes wherever there is common ground.

Cycling England

Comprehensive website covering research into the value of cycling, evaluation of cycling demonstration towns and practice notes on a full range of cycling policy, technical and operational issues. For more information, go to www.dft.gov.uk/cyclingengland

London Cycle Safety Action Plan (TfL, forthcoming)

Due for publication in spring 2010, this document sets out how cycling can be made safer in London. It draws on recent experience in cycling growth in the Capital and knowledge about what is needed to improve safety.