

Delivering the benefits of cycling in Outer London*



Putting cycling at the heart of local public service delivery

This is an exciting time for cycling. It is at the heart of the Mayor's Transport Strategy (MTS) and some London boroughs are already leading the way by improving conditions for cycling and promoting its benefits.

Outer London has a key role to play and is poised to reap the benefits of increased cycling. These include less congestion, cleaner air, healthier communities, and the economic benefits of more people making local journeys by bike.

This report is based on a programme of research and aimed at those who set the priority for transport in local areas. By learning from pioneering cycling innovations, and drawing on the greater flexibility in local funding available in the new Local Implementation Plan (LIP) process, Outer London boroughs are in a better position

than ever before to encourage people to get on their bikes and to make cycling a mainstream mode of transport and part of the local economy.

Outer London – the place to cycle

There is growing public enthusiasm for cycling in Outer London. More people are seeing the bike as a viable and attractive alternative to the car. In a recent survey, 58 per cent of Outer Londoners said they are considering cycling more over the coming year.

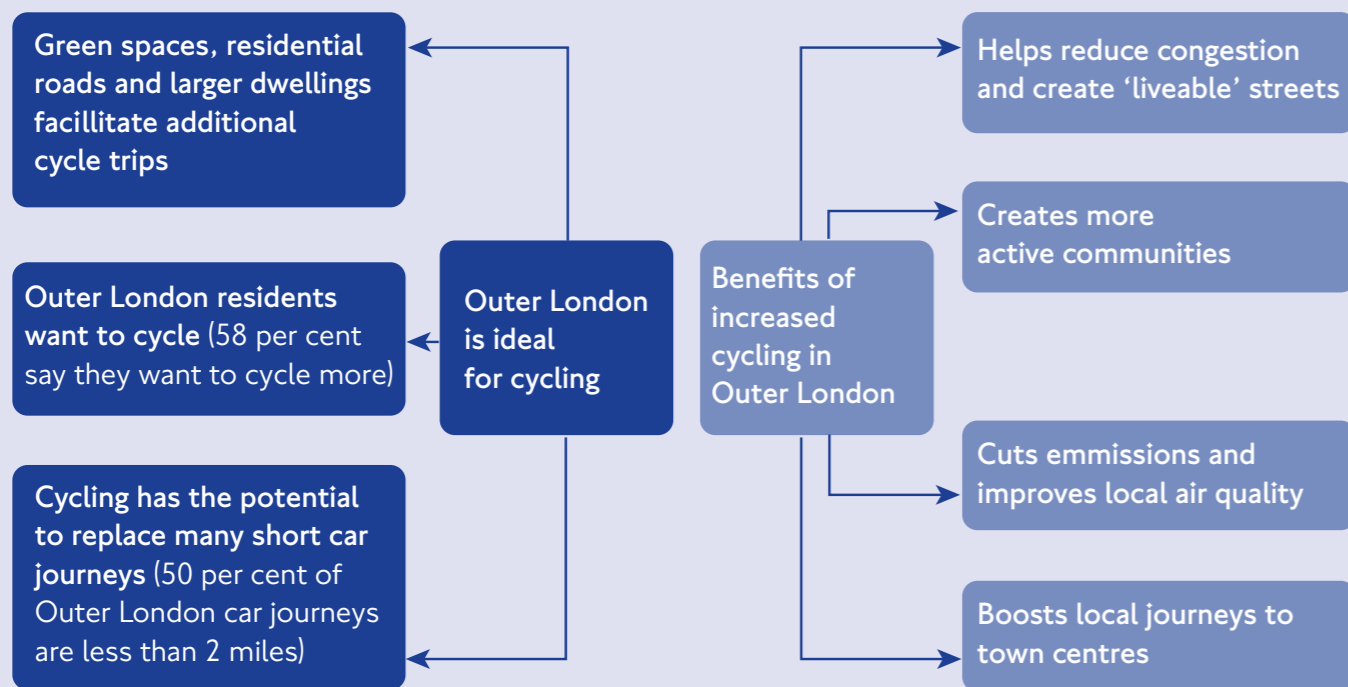
Now is the time for Outer London boroughs to respond to this appetite for change and put cycling at the centre of local public service delivery – including transport, health, planning and education.

* A summary document of 'Delivering the benefits of cycling in Outer London', a joint report by Transport for London, London Councils, London Cycling Campaign and Sustrans





Why Promote Cycling in Outer London?



Benefits of cycling in Outer London

Cycling now features strongly in the policy agenda for London. It is represented in the MTS and reflected in the findings of the Outer London Commission, the draft London Plan and emerging Economic Development Strategy. Cycling is increasingly recognised as a key tool to help local authorities achieve their priorities, such as those determined by national indicators on improving air quality and reducing childhood obesity. In addition, cycling can deliver a wide range of benefits, these include:

- Improving quality of life and tackling health inequalities
- Delivering low cost accessibility
- Strengthening local economies by boosting local journeys
- Addressing the climate change agenda, and
- Reducing congestion and creating liveable streets

If more residents take up cycling, there will be less need for car parking spaces, freeing up valuable land in Outer London.

Cycling – good value for money

There are always a number of competing transport priorities for boroughs to consider. It is imperative that schemes are chosen which demonstrate value for money, maximising the return for every pound invested. The low costs and significant benefits of cycling schemes mean that their benefit-cost ratio can be as much as 20:1, far higher than some other types of transport investment.*

This is primarily due to the likely benefits in terms of improvements to public health and health inequalities. If reduced pollution and carbon dioxide (CO₂) emissions are added, the value for money and wide ranging benefits can make cycling schemes even more attractive.

*Sustrans, 2005, Economic Appraisal of Local Walking and Cycling Routes

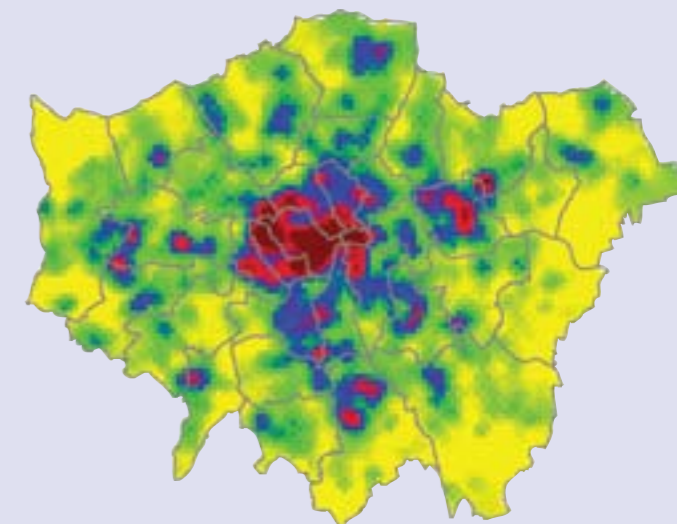
The potential for cycling in Outer London

There are many short trips that could easily be cycled as 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 real potential to reduce car use and congestion by encouraging a shift to cycling.

Analysis shows that more than half of the potentially cyclable trips in the Capital (ie those that can transfer from car or public transport) are in Outer London. These total around 2.4 million a day, most of which are made by car (see map, right, of cycling potential with highest density of potential shown in red and blue).

Numerous centres of high cycling potential exist in Outer London. With the right mix of promotional interventions, a real shift in cycling culture could be delivered in these areas. Outside these urban centres, the cycling potential is less concentrated than in central and Inner London so promotional measures need to be adapted accordingly. For example, a focus on marketing and travel awareness campaigns, cycle training and travel planning.

The map below shows the clusters of cycling potential across Outer London



Barriers to Cycling in Outer London

| Attitudinal barriers | Physical barriers | Barriers to delivery |
|--|--|--|
| Fear of traffic and feelings of vulnerability | High traffic speeds | Lack of political support – not perceived as a mainstream transport solution |
| Convenience of the car | Severance, eg major roads and lack of permeability | Perceived lack of funding |
| Individual not sure cycling is for them | Lack of cycle parking | Lack of adequately trained or motivated staff |
| Cycling perceived to be incompatible with complicated lifestyles | | |



What stands in the way of success?

There are a number of reasons why people don't cycle now in Outer London. These include individual attitudinal barriers, physical barriers such as traffic speeds, and issues faced when delivering cycling support. These are summarised in the adjacent diagram.

Using the right mix of measures and partnership working, each of these barriers can be overcome. A number of Outer London boroughs have worked hard to overcome such obstacles, giving rise to the following cycling success stories

- The London Borough of Sutton increased cycling by 75 per cent during the three years of the Smarter Travel Sutton programme
- In Richmond upon Thames and Kingston more than 10 per cent of residents cycle at least twice a week

These and other examples show the real potential for increasing cycling in Outer London.

The map, right, demonstrates a wide variety of cycling successes that have been delivered across the Capital in both Inner and Outer London. Further details on these and many other examples are available in the full report 'Delivering the benefits of cycling in Outer London'.

The examples are colour coded according to the barriers identified in the previous diagram which have been successfully addressed.

Outer London – ready for a change

The projects shown here have delivered real benefits in their individual areas. Outer London boroughs are well suited to having cycling at the core of their LIPs strategy, for the following reasons:

- Public transport is generally more infrequent and trips are dispersed, presenting the opportunity for cycling as an alternative for short trips
- Larger properties in Outer London make storing a bike easier for many more people
- The network of quiet residential roads, open spaces and parks are perfect for getting novice cyclists involved

Cycling solutions across the Capital

- Attitudinal barriers
- Physical barriers
- Barriers to delivery

Borough council working with mental health charity to offer led rides to patients at surgeries – partnership working in action.
London Borough of Tower Hamlets

Introduction of contraflow cycle lanes to improve permeability and open the area for cycling
London Borough of Haringey

Direct Support for Cycling programme has provided cycle training and maintenance courses to hundreds of children and parents encouraging take up of cycling
London Borough of Ealing

Agewell community project helped older people improve their health by organising regular confidence training sessions and rides (Community Cycling Fund for London support)
London Borough of Hammersmith & Fulham

A 400 per cent increase in the number of girls cycling to school in participating areas (Cyclicious)
London Borough of Hounslow

Step Pedal Jump scheme launched to encourage members of sports and leisure clubs to travel by bicycle – example of working with leisure industry
London Borough of Richmond upon Thames

One in 10 users of Surbiton rail station replaced the car for a bike (installation of improved cycle parking at the station)
Royal Borough of Kingston upon Thames



Borough developed best practice public realm guidance, to ensure land use planning considers the needs of cyclists
London Borough of Hackney

Children regularly cycling to school increased from five per cent to 24 per cent (where Sustrans Bike It programmes established)
London Borough of Havering

Travel awareness campaigns including car-free day road closures, working with local press and advertising campaigns to promote cycling
London Borough of Lambeth

An example of road safety and cycling promotion working in partnership to maximise funding opportunities
London Borough of Bromley



Delivering the change

A range of approaches are needed to tackle the barriers to cycling, these include:

- Political commitment and leadership in the borough
- Delivering a variety of smarter travel interventions, such as working with schools and employers
- Providing facilities for cycling and making improvements to roads and junctions, alongside other more innovative measures
- Partnership working opportunities and mainstreaming cycling across borough activities

Transport decision makers need to work with local partners to secure their commitment in building support for cycling. In particular the local Primary Care Trust (PCT), other council departments, train operators, businesses and local strategic partnerships can all help drive forward delivery and reap the rewards. Developing and implementing a clearly defined cycling strategy will also help set the framework for a successful cycling programme.



Funding

The following diagram outlines how packages of measures can be drawn together to build an integrated cycling strategy, to be delivered via the LIPs and other local funding mechanisms.

Integrated Solutions Across the LIP Programme

| Attitudinal barriers | Physical barriers | Barriers to 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 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 way finding | Partnership working with PCTs, workplaces, schools, local cycling groups and police | |
| Targeted cycle training | Traffic restraint and speed reduction measures | Provision of cycle facilities | |
| Changing perceptions of cycling with non-cyclists | 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)

By creating an alliance of local partners signed up to the benefits of the bike, a real difference will be seen in Outer London boroughs. Strengthened economies, less congested towns and healthier communities are all within reach.

Boroughs seeking to promote cycling in an integrated way may aspire to become ‘Biking Boroughs’ – prioritising investment in cycling through their LIP and other funding mechanisms.

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Next steps to capture success

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

A copy of the full report 'Delivering the benefits of cycling in Outer London' can be obtained from tfl.gov.uk/cycling

