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1. Introduction

This report aims to provide an overview of the status of cycling in Ealing. It illustrates the current data and trends, improvements and investments in cycling and it provides updates on recent projects and programmes and what we can expect to see in the following year.

Cycling is a healthy, low cost and environmentally friendly way to travel. Ealing Council recognises the value of this and continues to place cycling close to its heart by supporting and developing its cycling initiative all around the borough.

The council’s goal has always been simple: to encourage cycling as a normal part of everyday life, where every cyclist can feel safe and comfortable on the road.

Here are some of the major achievements in the past year:

- New cycle path across the open spaces in Southall, creating a new canal towpath access point
- Delivery of cycle exemptions from one-way side roads in the Southall Broadway project
- Extra cycle parking spaces at and near stations, leading to a doubling of the capacity at Turnham Green (150 spaces)
- Installation of the Council’s first ever Bikehangars on street
- Full delivery of the Borough’s Cycling Programme
- A 33% decrease in cycle thefts from 2013-2015 in Ealing Broadway as a direct result of the successful Cycle Theft programme, in partnership with the metropolitan police.
2. Cycling in Numbers

In 2014 Ealing invested in new cycle counters both on road and off-road in order to assess the level of cycling in Ealing. The overall ambition is to increase cycling levels by 400% to meet the Mayor of London’s target of cycling to equal 5% mode share of all journeys in London by 2025. Today, with 11 permanent counters on-street and off-street locations, we are confident in improving Ealing Council records for collecting this data and using the data to measure the Councils success.

How many people cycle in Ealing?

Comprehensive annual journey surveys show that cycling in Ealing is growing. Average figures show a 1.1% increase in cycle-mode share from 1.6% (2006/7 to 2008/9) to 2.6% (2012/13 to 2014/15). This represents 16,016 cycle trips per day\(^1\) and this is illustrated in graphs 2.1 and 2.2.

A significant proportion of the population have access to a cycle, but very few of these people are regular cyclists. Car journeys represented 39.7% of all trips compared to 2.6% (2012/13 to 2014/15). However, cycle ownership (49% of households) is almost as high as car ownership (58.4% of households) in Greater London.\(^2\)

Car ownership in Ealing by household number has fallen between 2001 and 2011, with an extra 3.7% of households now without a car. \(^3\)

<table>
<thead>
<tr>
<th>Households with no car</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>31.7%</td>
</tr>
<tr>
<td>2011</td>
<td>35.3%</td>
</tr>
<tr>
<td>Difference</td>
<td>+3.7%</td>
</tr>
</tbody>
</table>

\(^{1}\) London Travel Demand Survey TfL  
\(^{3}\) Office for National Statistics, Census, 2011
Graph 2.1

Cycle Trips Percentage Modeshare

Source: London Travel Demand Survey TfL

Graph 2.2

Cycle Trips per day

Source: London Travel Demand Survey TfL
Cycle Counters

Ealing Council has been operating cycle counters since 2010. Ealing Council currently have cycle counters at 11 locations around the borough.

Table 2.1 compares the average number of cyclists in three locations across the borough, during the summer months.

The data represents an upward trend with 11.5% increase from 2012 to 2015 see table 2.1. and graph 2.3

Table 2.1

<table>
<thead>
<tr>
<th>Total Cycle Counts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>9311</td>
</tr>
<tr>
<td>2015</td>
<td>10381</td>
</tr>
</tbody>
</table>

Source: Metro Count, Ealing Common Cycle Counter

Cycle count Trend

Source: Metro count cycle reports

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4 Metro Count, annual reports.
**Cycle Parking**

Ealing Council has cycle parking for over 3,800 cycles. In 2015, Ealing Council invested to develop an interactive cycle parking website, allowing residents and visitors to easily locate the closest cycle parking facility for their desired location in Ealing. The interactive cycle parking website is maintained and updated by Urban Cycle Parking.

http://www.urbancycleparking.org.uk/current/embed/?latitude=51.527329&longitude=-0.315170&zoom=12

**Parked Bicycle Counts**

As part of Ealing’s commitment to monitor and improve the number of cycle parking facilities in the borough, Ealing Council has been regularly counting the number of parked cycles at specific locations in the borough. The trend emerging from this data shows a 24% increase in the number of parked cycles from 2012 to 2015. These figures are taken as part of a study whereby parked cycles are counted at set locations (e.g. stations and town centres) every year during the same month, providing a snapshot of cycling activities in Ealing.

Graph 2.3  
Source: Ealing Council 2015
Rosalind Readhead @Privatecarfree · Nov 5
Not a quality photo but very impressive covered bicycle parking outside Ealing Broadway Station @EalingCyclists

Phil Portwood @eastacton · Apr 15
@EalingCouncil expansion of cycle parking at Ealing Broadway vindicated by almost full usage today @EalingCyclists
**Cycle Theft**

With around 20,000 cycles reported stolen in London each year\(^5\) cycle theft is one of the borough’s top policing priorities. Over 350 cycles are stolen each year in the borough, with hotspots in Ealing Broadway and East Acton Ward. With the help of the Metropolitan Police, cycle thefts in 2015 were reported to be down by nearly 6.6% from 2014 and by 33% from 2013. In terms of actual numbers of thefts, this represents a decrease to 348 cycle thefts in 2015 compared to 522 in 2013.

Graph 2.5

![Cycle Theft Hot Spots](source: Metropolitan Police 2015)

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\(^5\) TfL 2014 [https://www.tfl.gov.uk/modes/cycling/cycling-in-london/avoid-theft](https://www.tfl.gov.uk/modes/cycling/cycling-in-london/avoid-theft)
Case Study- Ealing Broadway Ward

Cycle Theft in Ealing Broadway Ward is nearly three times higher than any other ward in Ealing. At year end 2014/2015 the ward accounted for 22% of borough cycle theft.

*Who are the offenders:* Youths and drug users are stealing cycle. They are from a mixture of social groups, suspects reside both locally and off borough, some with no prior arrests or association with cycle theft.

*Who are the Victims:* People who use the cycle parking here are commuters who leave their cycles for long periods and those that shop and work in the locality. Victims are both male and female, of various IC codes but generally over 18 years of age.

*When is it happening:* No real peak days. Weekdays are busier than weekends. Anytime throughout the day when cycles are left for numerous hours. 2014 peaks were July and August.

*Where is it happening:* Hotspots within the ward are Haven Green Cycle Hub opposite Ealing Broadway LT station and along the Uxbridge Road.

*Why is it happening:* Large number of cycles are left unattended at the location for long periods. Poor locks and locking techniques.

**Outcome**

The aim was to reduce public space cycle crime in Ealing Broadway Ward by 20% on 2013/2014 and maintain the Sanction Detection (prosecution) rate around 14%. Actual result was a reduction of 40% in 2014/15 and an SD rate of 24%.

*Measures:* Crimes recorded on the Crime Reporting Information System and Sanction Detection rate.

Short term: Obtain cycle for use as decoys and develop expertise/good practice- complete.

Medium Term: Identify and target offenders- ongoing with success.

Long term: Public education on good locking practice/crime prevention- on going. Withdraw and maintain low levels of theft.

*Source:* Ealing Council
Graph 2.4  Source: Metropolitan Police 2015

London Borough Cycle Theft 2014-2015

Bar chart showing the number of cycle thefts from 2014 to 2015 for various London boroughs.
3. Ealing Cycling Goals

Ealing Council is committed to making cycling better and safer. The goal is to get more people cycling and to encourage existing cyclists to make even more of their journeys by cycle.

**Ealing Council’s corporate priorities** set for 2014-2018 directly support cycling initiatives in the following themes:

Priority 2: A safer borough
Priority 3: A healthier borough
Priority 4: A cleaner borough

The Ealing **Local Implementation Plan Transport Delivery 2014-17 (LIP)** has eight policy objectives which focus on road safety, sustainable travel, smoothing traffic flow, quality of life, healthy travel, accessibility, principal road condition and reduced contribution to climate change. These objectives are consistent with the **Mayor’s Transport Strategy, West London Sub-Regional Transport Plan** as well as Ealing’s corporate priorities (above).

All LIP objectives are relevant to cycling in some form, they are as follows:

- Improve road safety and reduce road danger on the borough transport network for all users, in particular pedestrians, cyclists and motorcyclists

- Increase sustainable travel capacity and key links in the borough

- Smooth the flow of traffic and improve journey time reliability for all road-users, particularly bus passengers, cyclists and pedestrians

- Improve quality of life for residents, businesses and visitors to the borough, protecting and enhancing the urban and natural environment

- Promote healthy travel behaviour through a shift to more walking and cycling
• Improve the quality of and access to Ealing’s main town centres, neighbourhood centres and regeneration areas for all, including those with reduced mobility

• Improve the condition (surfacing) of principal roads within the borough for the benefit of all road users

• Reduce Ealing’s contribution to climate change through transport-related CO₂ emissions [and improve resilience to climate change]

Both the LIP and this report continue and enhance the approach set out in the Ealing Council Cycling Strategy 2010-2016. The document, published in 2010, sets out a vision for cycling in Ealing, as well as objectives to:

1. Increase modal share of cycling to 5% by 2026
2. Reduce rate of Killed or Seriously Injured cycle casualties by 30% by 2026
3. Halve the number of stolen cycles per trip by 2016

Ealing Council has made excellent progress against the objectives set in the Cycling Strategy. The 2026 rate-based target for cycle casualties has already been exceeded in 2013 and 2014. Furthermore, if current trends continue, the targets for cycling modal share and cycle theft will also be exceeded early (see table 3.1).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Base year</th>
<th>Baseline value</th>
<th>Latest year</th>
<th>Latest Values and Targets</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modal share of cycling</td>
<td>2006/7 to 2008/9</td>
<td>1.6% trips</td>
<td>2012/13 to 2014/15</td>
<td>2.6% trips</td>
<td>Actual On course to exceed 2026 target</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.6% trips</td>
<td>Projected</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2026</td>
<td>Target</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5% trips</td>
<td></td>
</tr>
<tr>
<td>Cycle casualties (KSI rate)</td>
<td>2009</td>
<td>1/300,000 KSI/cyclist trips</td>
<td>2013/14</td>
<td>1/700,151 KSI/cyclist trips</td>
<td>Actual Targets exceeded</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1/330,000 KSI/cyclist trips</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2026</td>
<td>Targets</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1/440,000 KSI/cyclist trips</td>
<td></td>
</tr>
<tr>
<td>Reduce cycle theft</td>
<td>2010</td>
<td>632 theft</td>
<td>2014</td>
<td>378 theft</td>
<td>Actual On course to exceed 2016 target</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. Funding and Investment in Ealing

The Council obtains most of its transport funding from Transport for London (TfL) through the LIP and in 2015/16 this totalled to £6,270,500. Improvements for cycling and road safety are a consideration in all transport schemes in Ealing.

The Corridors and Neighbourhoods (CANs) approach to transport capital projects in the Ealing LIP 2014-17 is area-based and combines different types of schemes within the same location. All schemes aim to deliver benefits across all transport modes including road safety and walking as well as cycling. Concentrations of traffic collisions were used as one of the criteria to define the corridor and neighbourhood projects. The Council has used the CANs approach since April 2010 for planning, design and delivery of transport schemes.

The LIP 2014-17 also has projects that fall under Supporting Measures/Smarter Travel for projects that may not be tied to individual localities (such as school travel and cycle training) as well as principal road maintenance. Very large, multi-year projects are funded through the TfL Major Schemes allocation. Current projects within this funding stream consist of Sudbury Village (in partnership with Harrow and Brent Councils). The 2015/16 budget for Major Schemes in Ealing is £500,000. In addition, Ealing has also secured funding via the Crossrail Complementary Measures fund (£7,300,000) and the Mini-Holland initiative (initial £500,000 for phase 1)

A full description of all LIP projects outlined above together with funding to 2016/17 is provided in the Ealing LIP 2014-17.
Borough Cycling Programme

Ealing Council has successfully been awarded over £227,000 this financial year and is amongst the 11th highest rewarded borough in London. The Transport for London Borough Cycling Programme (BCP) delivers further enhancement, promotion and safety initiatives for cycling, such as cycle training, cycle parking, cycle strategies, safer urban driver courses and Bike It. A total of 33 London boroughs were awarded over £5,000,000 this year to deliver the Transport for London Borough Cycling Programme (BCP).

Table 4.1

<table>
<thead>
<tr>
<th>BCP Project 2015/2016</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle Parking</td>
<td></td>
</tr>
<tr>
<td>- Station parking - 72 spaces</td>
<td></td>
</tr>
<tr>
<td>- On-street parking - 45 spaces</td>
<td></td>
</tr>
<tr>
<td>- Bike Bunkers – 30 units</td>
<td></td>
</tr>
<tr>
<td>- Residential lockers – 15 units</td>
<td></td>
</tr>
<tr>
<td>- Bikehangars - 4 units</td>
<td></td>
</tr>
<tr>
<td>- Residential Smile Brackets- 65 units</td>
<td>60,000</td>
</tr>
<tr>
<td>Cycle Training/ Safer Urban Driver Training</td>
<td></td>
</tr>
<tr>
<td>- Training for adults and children (£35,000)</td>
<td>39,000</td>
</tr>
<tr>
<td>- Safer Urban Driver Training (£4,000)</td>
<td></td>
</tr>
<tr>
<td>Safer lorries and VANS- Shield Technology</td>
<td>40,000</td>
</tr>
<tr>
<td>Borough Cycling Report</td>
<td>1,000</td>
</tr>
<tr>
<td>Cycle to School Partnership</td>
<td>6,000</td>
</tr>
<tr>
<td>Bike IT initiative</td>
<td>34,000</td>
</tr>
<tr>
<td>Staff Resources</td>
<td>47,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>227,000</strong></td>
</tr>
</tbody>
</table>
Bike It Plus

Bike It Plus aims to get more children cycling more often and more safely and for the five participating Ealing schools it was a resounding success. Supported by a dedicated Sustrans Bike It officer the pupils joined in biker breakfasts and had their cycles checked at Doctor Bike sessions and most importantly of all, regularly cycled or scooted to school.

The results overall are very encouraging for the future of cycle participation and were the best results from Bike It Schools in west London.

The number of pupils who ‘never’ cycle to school decreased from 969 to 714 following project delivery. Pupils cycling to school every day increased from 27 to 138 following project delivery and pupils cycling regularly (once or twice a week or more) increased from 150 to 276 following project delivery.

**School breakdown of pupils regularly cycling to school during 2014/15**

Table 4.2

<table>
<thead>
<tr>
<th>School</th>
<th>Pre Bike It Engagement (%)</th>
<th>Post Bike It Engagement (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acton High School</td>
<td>1.9</td>
<td>20.8*</td>
</tr>
<tr>
<td>East Acton Primary School</td>
<td>11.8</td>
<td>14.8</td>
</tr>
<tr>
<td>John Perryn Primary School</td>
<td>9.3</td>
<td>30.5</td>
</tr>
<tr>
<td>King Fahad Academy</td>
<td>0</td>
<td>13.6</td>
</tr>
<tr>
<td>Southfield Primary School</td>
<td>19.5</td>
<td>22.6</td>
</tr>
<tr>
<td>West Acton Primary School</td>
<td>11.8</td>
<td>30</td>
</tr>
</tbody>
</table>

In this coming academic year new schools have been selected to receive this intensive support. The new schools are; Christ The Saviour Primary, Perivale Primary, Mayfield Primary and Derwentwater Primary. Acton High School will continue to receive intensive support for another year.
Bikehangars

Car ownership in Ealing has fallen such that currently a third of households do not own a car and around half own a cycle. Therefore, with 50% of households owning a bicycle the demand for secure cycle parking is rising. To meet demand Ealing Council has installed its first batch of Bikehangars around the borough. A Bikehangar is designed for residents who do not have access to suitable space to secure their cycle.

A Bikehangar provides the following benefits

- Acts as a communal cycle locker;
- Stores six cycles per unit;
- Located on roadsides to encourage more cycling
- Only takes up half a car park space;
- Protects cycles from vandalism and wet weather;
- Helps reduce cycle theft

**How does it work?**

Bikehangars work just like a garage or compound except for the fact that they are much smaller and installed on streets. Users are provided with a key to access the unit and share the space with five other cycles.

**How much space does it take up?**

Cyclehoops designs and manufactures the Bikehangars in Ealing. Each unit can store six cycles and takes the space of only half a car parking space.

**How much does it cost?**

To rent a space in the Bikehangars currently costs £30 a year; there is also a one off deposit for the key of £20.

**How are they managed and allocated?**

Cyclehoop have been instructed to supply and maintain the units on a ‘first come first serve’ basis.

**Where are they located?**

The first batch of Bikehangars have been installed at the following locations: Mattock Lane W5, Cunnington Street W4, Manton Avenue W5 and Northcroft Road W13.
EalingCouncil @EalingCouncil · Oct 29
Bikehangers now in Ealing for residents who have nowhere to securely store their bikes.
**Cycle Safety Lorry Trial**

Ealing Council has worked with Safety Shield Systems to develop, trial and successfully roll out a collision avoidance system that is fitted to vehicles to help reduce accidents with vulnerable road users. Targeted primarily at the issue of HGV and cyclist collisions, the system has a number of distinct features including the primary warning system to drivers of a potential collision with cyclists, pedestrians or motorcyclists (filtering out other inanimate objects to eliminate repetitive and unnecessary alarms).

This ‘intelligent’ detection also includes Headway Monitoring, Forward Collision Monitoring, High Beam Control, Lane Departure Warning and Speed Monitoring to further help prevent accidents and poor driving behaviour. Together with the 360 degree cameras, a six month trial was conducted by Ealing Council where the headline results were the avoidance of 15 serious collisions, improved vehicle fuel efficiency by 8% and a 20% improvement in driver behaviour (safety rating). During the six month trial period Cycle Safety Shield potentially stopped 15 serious collisions happening between the HGV and a cyclist.

The trial has revolutionised the thinking towards lorry safety and performance in London and has been rolled out across all of Ealing’s contractor fleet (over 100 vehicles) with other Local Authorities around the world starting to follow suit. The system can also be used on buses and coaches and talks to encourage major operators to adopt the system are in advanced stages.
Cycling Safety: Cycling next to Transport for London bus fixed with new technology
5. Mini Holland

The Council has been progressing plans for delivering improvements to Ealing Town Centre as part of the Mini Holland scheme. Approval for phase 1 of the works (see below) from Hanger Lane to The Mall has been secured and works will start in summer 2016.

Further phases of the work, which will include significant upgrades to the roads and pavements in Ealing Town Centre, are with Transport for London and are expected to be approved in late 2016 with works starting in 2017.
6. Quietways

Quietways provide a network for cycle routes throughout London linking key destinations. They are designed to follow backstreet routes, through parks, along waterways, canal towpaths or tree-lined streets overcoming barriers for cyclists.

The following routes have been identified as the first phase of Quietways with an aim to be delivered from 2016 onwards.

- East Acton (LB Hammersmith & Fulham) to Chiswick (LB Ealing)
- Acton Central to Ealing
- From the proposed Superhighways at Western Avenue (A40) to Ealing
- Ealing to Acton Green
- North Circular at Hangar Lane (LB Ealing) to Kew Bridge (LB Hounslow)
- Ealing to Southall
- Ealing to Harrow town centre (LB Harrow) via Sudbury (LB Brent)
- Southall to Grand Union Canal
- Ealing Hayes

The Quietways initiative is designed to consist of a series of discrete and usually small measures. This year the Council invested in some solar lights in Trinity Way to improve the links between East Acton and Chiswick.

Solar lights are designed to be installed into existing paths to provide way-marking and limited illumination. They are much cheaper to install and run than traditional street lighting, and are therefore suitable for paths which are key cycle routes but currently unlit.

Source: Trinity Way Cycle path Lights 2015
Canal Towpath Access point

King George’s Field, adjacent to Durdans Park School, Southall, was identified as a place where people were accessing the towpath through a hole in the hedge. There is a bridge over the canal close by, making this access point useful both for going along and across the canal.

A survey of all existing and potential canal towpath access points was carried out in 2013.

There are no surfaced paths in this field, so with the agreement of Parks a hoggin (compacted clay/gravel) path was laid between the closest road and the towpath. The gap in the hedge was widened to permit this. A temporary direction sign was put up at the towpath end of the new path, and there will be permanent signs at both ends of the path by the end of 2015. The path was laid in spring 2015.
Southall Broadway Boulevard

The £7 million public realm improvements to Southall Broadway aim to transform the town centre. The Southall Broadway Scheme seeks to improve pedestrian and cycle safety, smooth traffic flow and support local businesses. The permeability of the road network for cyclists can be greatly enhanced by exempting them from one-way roads to provide connections only to cyclists.

As part of the Corridor 1b Southall Broadway Boulevard scheme the following roads were made contra flow for cyclists:

- Abbotts Road
- Alexandra Avenue / West Avenue, between its junction with Alexandra Avenue and the southern kerb-line of South Avenue
- Hambrough Road
- Northcote Avenue,
- Oswald Road
- Townsend Road
- West End Road
- Beachcroft Road
- Orchard Avenue
- Herbert Road
7. Schools

Schools in Ealing continue to play a key role in encouraging and training the next generation of cyclists. They receive a variety of support to do this ranging from cycle training through to cycle storage and cycling promotions.

The support is provided through the Council’s School Travel Advisers who secure funding for projects and schemes, commission cycle providers and run competitions to engage children and families to travel actively and safely.

The aim of the Council’s School Travel Plan Programme is to encourage travel to and from school to be a safe, active and green as possible and reduce the number of cars on the school run and over two thirds of Ealing schools have travel plans. The programme is aimed at pupils, parents and staff and cycling is an important element.

Ealing has received a number of national awards for school cycling schemes.

- St Gregory’s Primary School; Bike Swap, London Borough of Ealing- Modeshift National Sustainable Travel Awards 2014 for cycling
- Biking Schools- Cycle Planning Awards, Best Behaviour Change Campaign, Highly Commended

During the 2014/15 academic year school cycle programmes included:

- Sustrans Bike It Plus scheme
- Biking Schools’ Programme
- Intensive cycle programme in three schools
- Bikeability Training
- The Big Pedal Competition
- Additional Cycle storage provided through funding from TFL

The number of children regularly cycling to school is now approximately 3%.
Biking Schools

Biking Schools is an all-inclusive and intensive cycling programme. It is the only programme of its kind in London that involves compulsory cycle training for the whole school, combined with a regular coach presence one day a week.

The programme was launched in St Gregory’s RC Primary School and in the last year has been expanded to St Benedict’s School to help address issues of congestion and an increase in pupil admissions in the area.

The programme aims to significantly increase the number of pupils cycling to school on a regular basis. Additional outputs include increasing staff and parent cycling figures and ensuring the programmes sustainability longer term.

The overall Biking Schools Programme engaged with 1684 pupils and 200 teachers. Below are the results of the combined programme (both schools), showing the effectiveness of the programme across different environments.

The programme started with 7% of pupils regularly cycling to school, 6% in St Benedict’s and 8% in St Gregory’s.

Achievements

The programme increased cycling from 7% to 11% by July 2014 with an additional 9% scootering. To put this in perspective, the school cycling levels across the borough and London is 2%. The 11% we have achieved is a significant improvement on current levels.

The Biking Schools have reduced total car usage (Park and Stride, Car Share and Car) from 43% to 41%. Whilst also increasing sustainable travel (Cycle, Scooter and Walk) from 40% to 44% by the end of the year.
MAD Cycle Competition

As a reward for being, the Ealing winners of Sustrans’ Big Pedal 2015 children from West Acton Primary school were treated to a cycle stunt show from the MAD Cycle display team on Tuesday, 7 July 2014.

“This is a brilliant way to encourage people to swap four wheels for two and travel smarter to school”
Cllr Bassam Mahfouz, Cabinet member for Environment & transport

Big Pedal is a national initiative that challenges schools to make the most journeys by cycle or scooter during a specified period. The school that makes the biggest shift, proportionate to its size, is the winner. The aim of the competition is to encourage more children and parents to leave their cars at home, reducing congestion and car emissions.

Achievement

West Acton Primary School came top after achieving 1,680 journeys by cycle or scooter over 10 days in March.

16% of children cycle to school (previously 7%)

43% are never driven to school (previously only 15%)
8. Cycling in 2014/2015

During the year 2015 Ealing Council has successfully organised many initiatives, events and completed many projects to support and solve problems plus improve conditions for cycling.

Direct Support for Cycling

Ealing Council's award winning Direct Support for Cycling (DSC) programme is delivered by Cycle Training UK (CTUK) on behalf of the council. The council invests over £200,000 annually in the programme which involves intensive training and support for cyclists across the borough, including school-based training.

During 2014/15 DSC the 12 accredited instructors in Ealing provided:

- Individual cycle training session for 244 adults
- Individual cycle training for 318 children
- Schools courses for 1004 Children at 42 schools in Ealing borough
- A total of 61 Dr Bike events at 6 different locations every month within Hanwell, West Ealing, Ealing Broadway, Southall, Greenford and Acton town centres

The DSC programme, delivered 2,892 trained children and 1,040 trained adults in the three-year contract from April 2011 to March 2014. During this period, there was also 182 Dr Bike sessions held.

Source: Ealing Council
Case Study– Working with autism

This year the Direct Support for Cycling programme has supported a young boy living with autism to learn to cycle independently to school.

Pawel is 13 and in year 8 at Springhallow School which specialises in education for children with autism. To get to Springhallow Pawel and his mum cycled in together but with the new school being closer his mum was keen to find a way for Pawel to get to school independently which allowed her to go back to work.

Ealing Council and cycle training provider Cycle Training UK worked together to give Pawel the support he needed to make short journeys independently. His initial cycling ability was assessed and then he took a one to one bikeability level 2 on road training course which included route planning to his new school.

He completed level two in three hours showing he could negotiate junctions and traffic safely.

Plans are now to arrange for Pawel to be “shadowed” on a ride to his new school. Following Mencap guidelines (www.mencap.org.uk) an instructor will arrange with his mother to shadow Pawel as he undertakes his new journey for the first time on his own to ensure that he’s able to ride safely on-road outside of the “lesson” environment.

As a result of Ealing’s cycle training offer Pawel will be commuting independently to a mainstream secondary school while his mother will be in a position to return to paid employment.
Cycle Pumps and Work Stations

Ealing Council has installed cycle pumps and workstations at seven locations around the borough. The tools include Allen keys, screwdrivers, spanners and tyre levers. The pump fits both Schrader and Presta valves.

The robust, stainless steel feature provides a convenient pump and work station for cyclists on the move. It is a permanent fixture, bolted to the ground and is suitable for both types of tyre valve. It also includes a handy gauge for checking tyre pressure.

The new free cycle pumps and work stations were purchased by Ealing Council as part of the commitment and drive to make Ealing more cycle-friendly and promote more cyclists on Ealing’s roads.
Ticket to Ride

Ticket to Ride, Ealing’s annual borough cycle ride, this year took place on a new route in the west of the borough. The ride visited Southall, Greenford and Hanwell, taking in parks, canals and places of interest in a nine mile loop. These areas have traditionally lower levels of cycling than the east of the borough and the 2015 route was designed to showcase some of the off road and quiet routes in this part of the borough to new cyclists.

In order to encourage sign up, new media such as radio advertising was trialed which proved popular and reached a new audience. Well over a 100 people took part on a rainy day in June, 66 people had their cycles fixed by Dr Bike and the police advised cyclists and security marked 18 cycles.

Another new incentive was a game for children aged between 3 and 12 years if they cycled the whole route and got their route map stamped with the special ‘Ticket to Ride’ stamps at each hub along the way they could claim a special gift bag.

The general atmosphere during the day was extremely upbeat and fun. For many residents it showed them parts of the borough, accessible by cycle that they didn’t know existed.

“I didn’t know you could cycle through to here (Ruislip Road East) without going over that big hill!”
Ealing Resident
Southall Pop up Bike shop

Southall has low levels of cycling and there is no cycle shop in the local area so Ealing Council commissioned London Bike Hub to open a temporary bike shop in Southall. Situated in Southall Square, the shop opened for six weeks every Saturday, from 12 September to 17 October 2015.

Visitors to the pop-up shop, which, were able to get free cycle checks by Dr Bike who carried out simple repairs and where given advice on maintenance.

The shop also sold cycle accessories and new or second hand cycles at great prices. As well as providing a place for current cyclists staff were also speaking to locals about the council’s initiatives to encourage people to cycle more such as the training schemes and cycle maintenance classes.

The shop proved very popular and was busy each weekend, over the six weekends, 202 people had their cycles serviced and three cycles were sold.
9. The Year Ahead

The forthcoming year will see more cycle projects and events delivered with the aim of making cycling easier, safer and a normal mode of travel for people across the borough.

The year 2015/2016 has brought beginnings for many exciting and new schemes to delivering improvements for cyclist.

Below is a list of all the new and planned schemes for the year ahead.

- Mini Holland first phase at Ealing Common
- Mayor’s Air Quality Fund (will include cycle incentives)
- The School Travel Plan programme will continue to expand
- Next round of Smile wall cycle brackets scheme, a subsidised scheme for locking cycles securely at home.
- More cycle parking at stations and on-street
- Ticket to Ride
- Turnham Green Cycle Hub
- Northfields expanded Cycle Hub
- New temporary extra mini cycle hub at Ealing Broadway
- Ruislip Road East, cycle lane and shared use footway
- Delivery of high priority Space for Cycling Schemes
- Corridor 4, phase 3 Little Ealing Lane Cycle Lane
- Mountfield Road, Contra flow
- Uxbridge Road- West Ealing Toucan Crossing
- Additional Bikehangars
- More cycle parking on street and off street
Cycle Hubs

The Council is now looking at the further roll out of Cycle Hubs and cycle Super Hubs at key stations as well as expending capacity at existing cycle hubs including:

- Ealing Broadway – summer 2016
- Turnham Green - spring 2016
- Northfields- Spring 2016
- North Acton Super Hub - Summer 2016
- Greenford – spring 2017
- West Ealing – late 2017
- Acton Mainline – summer 2018
- Southall – summer 2018

Cycle Hubs all look to provide a considerable increase in cycle parking capacity and quality by delivering more shelters, plus improved security through better lighting and CCTV coverage, with possible cycle work stations. This programme will ensure that all of the Crossrail stations will have Cycle Hubs available by the time the route opens.
Appendix: Key Stakeholders and Useful Links

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

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

**WestTrans**
Partnership of six West London boroughs, working with other major organisations such as TfL and West London Alliance, to identify, develop and implement transport projects to the benefit of the sub-region. It has been a major stakeholder and supporter in the development of the Ealing Broadway cycle hub and in the organisation of West London SkyRides.
Sustrans

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

Canal & River Trust

Entrusted with the care of many of England’s rivers and canals, the trust maintains River Brent and the Grand Union Canal in Ealing. It was a key partner in the construction of the towpath along the Grand Union Canal in 2012.

Brompton Dock Ltd

LB Ealing has collaborated with Brompton Dock Ltd to deliver a Brompton cycle hire scheme in the Ealing Broadway cycle hub. This allows for onward journeys from the station making it a very convenient and popular scheme.