

EALING COUNCIL CYCLE PLAN 2019 - 2022



EALING COUNCIL

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Foreword

If the Borough became a safer and easier place to cycle, everyone who lives, works or is educated in the Borough of Ealing would benefit from it.

Cycling is a very efficient, cheap and fun way of travelling around. People who cycle are fitter and healthier, meaning that they take less days off sick and arrive at work or school more alert. It also eases the burden on health services from illnesses related to inactivity, particularly obesity.

If more people cycled, it will mean more space on our streets for other uses and less traffic congestion. Reduced traffic congestion means better air quality and safer, healthier streets for all to use and enjoy.

Over the past few years cycling has become more prominent in London, but as a cyclist myself, I recognise that the time has come for a step change in how cycling is approached in the Borough and there is a great deal more to be done. Many of the borough's roads need to be improved to make cycling safer and more convenient and an improved and expanded cycle network is needed. The barriers that stop people from cycling need to be broken down.

I everybody in Ealing to be able to enjoy these benefits which is why we have developed this strategy.

Julian Bell

Leader of the Council and Portfolio Holder for Environment & Transport



Executive Summary

The Council wants the Borough will be an exemplar for cycling, where cycling is safe and the primary choice for short distance travel. In order to do so, it has set three cycling objectives and three key policies:

Cycling Objectives

- Cycling should be safe, straightforward, and the natural choice for short journeys
- Cycling should be secure
- Cycling should be simple and convenient for all

Cycle Policies

- To build a robust cycle network within the Borough and to nearby important destinations on all major routes and to make every road pleasant and safe to cycle along by 2040.
- To make parking your cycle as simple, safe and secure as possible in all locations across the Borough, including at key service providers like health and schools.
- To provide high quality cycle training that helps to improve the number of people cycling in the Borough and increase the cycling mode split.

The delivery of the majority of these cycling improvements will be through Transport for London's Local Implementation Plan funding mechanism, although where possible the Borough will bid for additional funds or seek contributions from developers.

The programme for implementation of safe cycling routes will begin with the Uxbridge Road which, together with cyclists, was identified as the priority route for action.

1 Introduction

The Council's Cycling Plan is part of a suite of detailed plans, which together with the Council's Transport Strategy sets out the Council's transport policies and implementation plan over the next few years. The focus of the Transport Strategy is to make Ealing a better, healthier place to live, with the smallest environmental footprint possible.



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

This plan covers the period until 2021 and replaces the previous Cycling Strategy 2010-16. It looks at the current situation, future direction, policy and strategic framework, plus Ealing cycling data. The plan then sets policies for infrastructure and other measures, lays out its implementation programme together with a performance monitoring plan. A summary of cycling schemes successfully completed during the last strategy is contained in Appendix A and there is a list of useful contacts in Appendix B.

2 The Way Forward

2.1 Vision for Cycling in the Borough

The Borough will be an exemplar for cycling, where cycling is safe and the primary choice for short distance travel.

2.2 Cycling Objectives

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

1. Cycling should be safe, straightforward, and the natural choice for short journeys

- Cycling will be at the forefront of road improvement schemes and never seen as an afterthought
- Wherever possible segregated cycle lanes should be implemented on main roads in Ealing

- Rollout of ‘filtered permeability’ or ‘mode filters’ (road closures to through vehicular traffic) and contraflow cycling to open up more cycle friendly routes
- The Council will implement a 20-mph speed limit across the Borough
- Drivers should be required and motivated to behave respectfully towards people on bicycles (working in partnership with the Metropolitan Police)
- The Council will provide free cycle confidence training



2. Cycling should be secure

- Secure cycle parking will be provided, covered by CCTV wherever possible

3. Cycling should be simple and convenient for all

- The Council has introduced dockless cycle hire in Acton and will seek to expand this across the Borough
- The Council will continue to provide free cargo bike hire to residents
- Secure cycle parking will be provided at destinations right across the borough
- The Council will enable secure home cycle parking solutions where required

3 Background

Over the past 10 to 15 years, there has been a significant increase in the number of cycle trips and cycling modal share in London; there has been a 130% increase in cycling trips since 2001. However, this does not seem to have translated into cycle trips and modal shift in Ealing to the same extent as most of the increase has been in central/inner London. The Council wants this to change, it wants to become an exemplar Borough for cycling where cycling is seen as the instinctive choice for travel, particularly for short distances, with the added health, air quality and financial benefits that cycling can bring. Cycling also contributes positively to community and the creation of places where people feel safe and connected to each other.

3.1 Policy Context

As a London Borough, most of the policy direction for the Council’s plan for cycling comes from TfL, and only a small amount from a national level. The following documents provide

¹ Travel in London Report 9 published by TfL in 2016

the greatest influence on this Cycling Plan. The origin of each document is shown in brackets and the links to each document are contained in Appendix C:

- **Mayor's Transport Strategy (TfL)**- The MTS proposes using a “healthy streets approach” to deliver better active travel, where streets are re-designed with walking, cycling and public transport at the forefront instead of an afterthought.
- **London Cycling Design Standards (TfL)**- LCDS sets out requirements and guidance for the design of cycle-friendly streets, spaces and cycle parking
- **Roads Task Force report (TfL)**- RTF prescribes nine different street types each defined by their role in terms of 'Movement' and 'Place'. The appropriate type of cycling measures to be used in a location will depend on the street type(s) and in particular the speed and volume of motor traffic.
- **The London Plan (GLA)** - provides cycle parking standards for new developments.
- **Draft Cycling Vision for West London (WestTrans)** sets out a strategic way forward across the west London Sub-Region
- **West London Cycle Parking Guidance (WestTrans)** - is intended to be used as supplementary planning guidance (SPG) for the planning and development process to deliver appropriate cycle parking for developments.
- **The 2010 Equality Act (National Equalities and Human Rights Commission)** - requires authorities to make reasonable adjustments to remove barriers for disabled people. This applies to designing an inclusive street environment and to public transport services and covers disabled cyclists as well as pedestrians and wheelchair users.

3.2 Cycling Commission

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

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

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

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

1. Mode shift will focus on **moving people from motor vehicles to cycles**
2. **Short journeys are a clear strategic outcome**; officers will identify a dataset to use as a baseline and monitor against it.
3. **Health will be at the centre of our transport planning activities** and the council will incorporate wellness messages in cycling communications and campaigns

4. The council will design and build **infrastructure that is acceptable to users ages 8-80 of all abilities.**
5. The council will continue to **target services, events and campaigns to encourage underrepresented communities, in particular women and ethnic minorities.** The council will use data to define this audience and monitor the impact of targeting.

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

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

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

3.3 Cycle Plan Community Workshop

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

Cycling in Ealing:

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

3.4 The Case for Cycling

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

The Health Benefits of Cycling

- Cycling is an aerobic activity, which is beneficial to the heart and lungs.
- Cycling increases energy levels and helps the body to burn fat.
- Exercising releases endorphins into the bloodstream, substances produced in the brain, which create a feeling of contentment and happiness.

Other Benefits of Cycling

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



Cycling is convenient. Parking spaces are free and available wherever you go. Traffic jams are also irrelevant as you'll find for many short trips or through heavy traffic, you can travel safely in traffic just as fast or faster on your bike.

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

Cycling is inexpensive. Most people underestimate the cost of running the car, forgetting about costs like insurance, road tax, replacement parts and depreciation. According to the RAC², the average cost of running a car is 56 pence per mile (1.6km), although the actual amount will depend on the vehicle size and cost and the distance travelled per annum. A ten-mile (16km) round car trip to/from work costs over £1,300 per annum (assuming free car parking), whereas the equivalent journey by cycle costs under £100.

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

Cycling is quick, even if you ride at a leisure pace. This improves the accessibility of services (particularly town centres) and public transport because they are quick and easy to get to. A moderate cycling speed is generally three times the speed of a brisk walk, so that the distance covered in a 10-minute cycle is equal to that of a 30-minute walk.

Cycling is fun. Studies have shown that as little as 10 minutes of 'brisk' exercise could help you to improve your general mood and mental alertness. Cycling to the shops or on the school run is the perfect way to access this benefit.

3.5 Barriers to Cycling

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

Physical Barriers

Severance in the form of physical barriers deters cycling. Railways, canals and main roads can result in long detours to cycle routes in order to find a crossing point. Even

² RAC report on Motoring 2012

then the quality of the crossing (bridge, under pass or junction) needs to be safe and suitable for people on bicycles. In addition, the size of cars is increasing, meaning the space left for cyclists has been reduced.

The lack of secure cycle parking is very off putting. People using bicycles want to be able to lock their bicycles in a high-quality safe location that is easy to reach – ideally with security features including surveillance

Attitudinal Barriers

Concerns about safety is one of the most common reasons people in Ealing cite for not cycling. Research has shown that the main barrier to cycling in this country is the **perception** that our roads are too dangerous and uncomfortable, largely due to high volumes and high speeds of motor traffic. The council's data on school travel also shows that around only 2% of children currently cycle to school, yet over 20% would like to cycle and the most common reason given was that parents were reluctant to let their children do so because of road safety concerns.

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

Delivery Barriers

Physical limitations due to lack of space between buildings often requires compromise to accommodate all modes. There are a number of standards which apply:

Footways	Minimum of 2m per footway to accommodate wheelchairs (Disabled Discrimination Act requirement) - up to 5m per footway depending on footfall (town centres)
Cycle lanes	1.5m width, plus 0.5m if segregated
Road carriageways	Minimum is usually 3.5m per carriageway to accommodate two vehicles passing each other, on busier roads this would need to accommodate buses and HGVs

Taken together, the spatial requirement to meet these standards is 14m, or 15m where cycle lanes are segregated. This is before bus lanes, parking, loading and bus stops are taken into account, which could push the requirement over 30m.

The Council has very limited options when it comes to moving the building lines back mainly due to cost, therefore compromises always need to be made. With the adoption of the Cycle Plan and renewed commitment to our cycling Borough status, the Council will ensure cycling is always a leading thought during design and implementation. The Council can, and will, however, safeguard the potential locations for cycle lanes so that if development takes place at these locations, the land can be acquired from the developer.

The Council faces **financial limitations**, with a total budget for all transport works of approximately £2,700,000 per annum. This budget must fund cycling infrastructure as well as all other Transport and Highways works. According to TfL, the cost of a fully segregated cycle lane can cost from £500,000 to £1,000,000 per kilometre. This means that additional funding is compulsory to deliver the changes the Council puts forward in this Plan. External organisation funding such as TfL and income from developments will be used, wherever available and applicable to deliver this Plan.

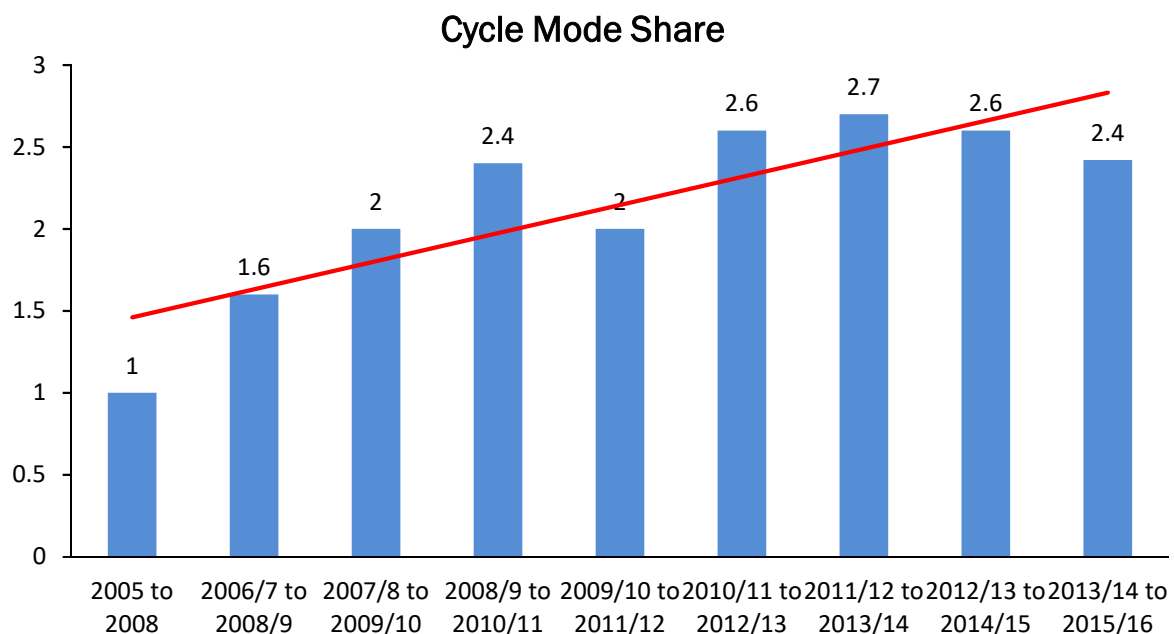
Delivery timescales for transport projects are long due to the complexity of stakeholders and volume of work required to develop and implement a design. Technical surveys, collision statistics utilities planning, modelling and consultation all require significant time and monetary resources. Whilst long timescales do not directly threaten delivery, they can be very painful for the community and project teams to weather.

4 Cycling Data and Analysis

4.1 Cycling Mode Share

Comprehensive annual journey surveys show that cycling in Ealing is growing. Figures show a 1.4% increase in cycle-mode share from 1% (2005 to 2008) to 2.4% (2013/14 to 2015/16). This represents 8,119 trips per day and this is illustrated in graph 4.1. The increased popularity of cycling post 2012 has been put down to an ‘Olympic effect’. However, this enthusiasm has not been sustained in Ealing.

Graph 4.1



Source: London Travel Demand Survey TfL

4.2 Parked Cycle Counts

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

4.3 Strategic Cycling Analysis

TfL's Strategic Cycling Analysis presents what the latest datasets, forecasts and models show about potential locations where current and future cycling demand could justify future investment. It also identifies where demand for cycling, walking and public transport coincide, thus highlighting where investment is most needed to improve all sustainable transport modes together. This analysis uses high level, strategic data, generated by transport models, and it will be complemented by local data to understand cycling at a more granular level.

Analysis of current demand shows that Uxbridge Road has one of the highest cycle flows in London (see Figure 4.1). The section in east Acton being in the top 5% with the Acton to Ealing Broadway section in the top 10% and Ealing Broadway to Hanwell within the top 15%. A few roads in Acton and Ealing are also within the top 15% of current cycle flows.

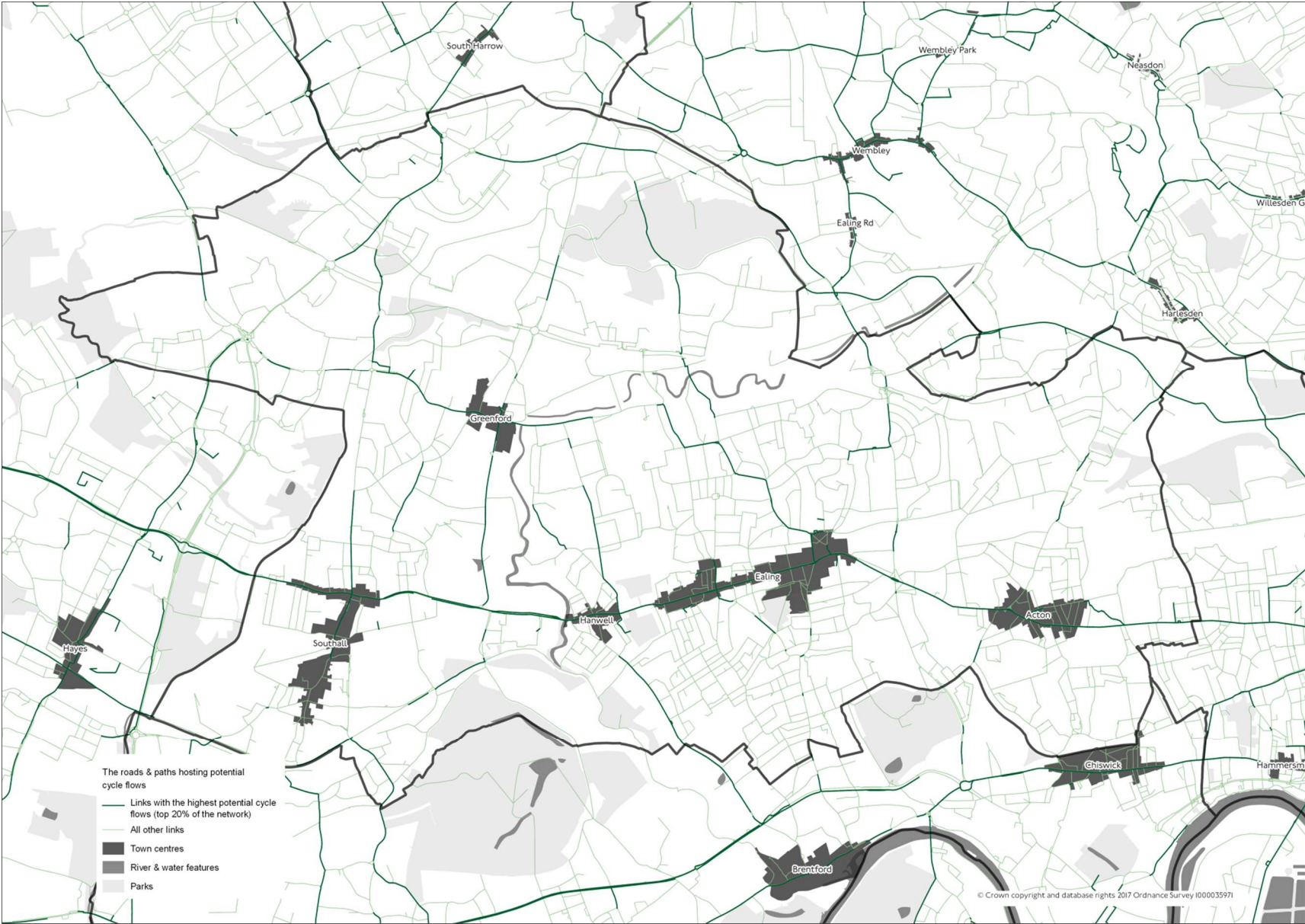
The analysis of potential cycling demand (i.e. short cyclable trips) shows also that most of the Uxbridge Road has one of the highest potential for cycle flows in London (Figure 4.2). However, now areas of Southall, Greenford and Northolt are highlighted as having lots of potential (i.e. short) trips within the top 5% in London that could be cycled.



Figure 4.1 – Current Cycle Demand



Figure 4.2 – Potential Cycle Demand



5 Policy

5.1 Cycle Network and Routes

Cycle Routes Policy

To build a robust cycle network within the Borough and to nearby important destinations on all major routes and to make every road pleasant and safe to cycle along by 2040.

Cycle Routes Principles

Cycle routes in Ealing will be classified according to the hierarchy/circumstances as set out below.



- This approach is based on the LCDS and RTF guidance and ensures resources are targeted effectively and appropriately.
- Where one-way streets are implemented, the default position will be that contra-flow cycle lanes will be provided.
- Where necessary trials will be implemented to show the benefits of the proposals.

Road Type	Cycle Route Objective
Principal Routes (Borough Roads) - Initially Uxbridge Road	Segregation as the default position on the principal route, with parallel routes on quieter roads for less confident cyclists
Secondary Routes - all other classified routes in the borough	Segregation where necessary (based on collision levels, traffic speeds and volumes) – probably light segregation otherwise shared lanes
Tertiary Routes – non-classified routes and residential streets	Little to no segregation – shared lanes but traffic speeds lowered through speed limits and traffic calming. Wherever possible/Strong consideration given to road closures with cycle permeability schemes. This would also incorporate TfL's Quietways schemes.
Cycle Zones - neighbourhoods not on a particular route	Entire Neighbourhoods where cycling is promoted and vehicles are encouraged to drive slowly and we aware of people on bicycles, similar in concept to Home Zones. Car parking will be moved or removed altogether where it impacts on cycle routes and safety. These are likely to be delivered with tertiary routes.
School Zones	Remove the barriers to cycling around schools with a combination of the above to make cycling to school safe and appealing.

Traffic Enforcement for Cycle Lanes

Cycle lanes are only effective if they are continuous and not blocked by other traffic, particularly parked cars. All cycle lanes implemented by the Borough will, therefore, be accompanied by the requisite Traffic Orders banning parking and allowing enforcement. Traffic enforcement is further explored in section 5.6.

Cycle Route Design

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

Cycle Route Maintenance

It is acknowledged that cyclists are more susceptible to pot holes and other maintenance defects. Priority will, therefore, be given to the maintenance of cycle routes to provide a good quality surf

Example Measures – Network & Routes



Full segregation

Estimated cost from
£500,000/km

Implementation
timescale 2-3 years



Light segregation

Estimated cost from
£250,000/km

Implementation
timescale 1-2 years



Cycle Permeability

Estimated cost
between from
£10,000/km for a
signs only scheme

Implementation
timescale approx. 1
year



Cycle Zone

Estimated cost
around £50,000
per neighbourhood

Implementation
timescale approx. 1
year



School Zones

Estimated cost from
£50,000 per school

Implementation
timescale approx. 1
year

5.2 Cycle Parking

Cycle Parking Policy

To make parking your cycle as simple, safe and secure as possible in all locations across the Borough, including at key service providers like health and schools.

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

Sheffield stands and/or hoops – maximise in town centres, shopping parades and other key destinations to ensure that cycle parking is never more than 100 meters away from popular destinations. There should be suitable provision for cargo bikes in the design.

Trial on-street cycle parking – replacing car parking places with cycle parking, with the intention to convert to permanent locations if the trial is successful.

Secure cycle parking in estates – develop appropriate solutions by working with estate managers.

Replace guard railing with Sheffield stands – where guard railing is removed, and the location is suitable, secure cycle parking will be reinstated as part of the project

Cycle Parking Principles

1. **Accessible and convenient:** Within 100m of the destination entrance and prominently located without unnecessary detours or flights of steps
2. **Safe:** Good natural surveillance and be secure against theft and vandalism.
3. **High quality:** Covered, well-lit and have CCTV where practical/feasible for longer stay parking.
4. **User friendly:** Enable the frame and at least one wheel to be locked, catering for different sizes and shapes of bikes with plenty of space for access.
5. **Value for money:** Free of charge where possible or offer good value to residents for secure or maintained facilities.

Example Measures – Cycle Parking



Cycle Shelter

Estimated cost from £15,000
(depending on size)

Implementation timescale 1 year



Bikehanger

Estimated cost from £5,000

Implementation timescale 1 year



'Sheffield' Cycle stands

Cost £230 per stand, including
installation

Implementation timescale 2
months

5.3 Cycle Training

The Council intends to fund a comprehensive cycling training programme to get people cycling by training them to cycle safely and confidently on roads. People can be trained from absolute beginner level and starting off-road if necessary.

The cycle training will train people to Bikeability standards which are based on the government approved National Standards for Cycle Training. Free cycle training will also be available for all schools and individual children outside school times as part of the Council's cycle training offer.



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

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

Cycle Training Policy

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

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

The training will:

- Be free to the end user/participant
- Seek to integrate children's cycling training with parents to encourage family cycling
- Seek to maximise the benefits of new cycling infrastructure and other Council/Public Health initiatives
- Seek to provide training for everyone, no matter the level of fitness, health or level of ability



- Target groups that traditionally do not cycle such as low-income people, women, certain cultural groups etc. Where possible seek to utilise existing community groups to help and improve their own communities
- Be easily booked/accessed and provide cycles if required so that there are no barriers to accessing training
- Provide good monitoring data so that adjustments can be made to the offer to maximise cycling legacy.

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

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

5.4 Cycling in Schools

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

Ealing's School Travel Programme supports cycling in a number of ways to encourage children and parents to travel to safely and sustainably on the school run. The cycle training programme's accredited instructors provided schools courses for over 1,500 Children at schools per annum. As a complement, the Council currently undertakes and intends to continue:

- **Sustrans 'Bike It Plus'**: a hands-on initiative which aims to increase levels of cycling to school through tailored assistance and activities to create a lasting pro-cycling culture.
- **Balance Bike training and Learn to Ride training**: provides training to schools in Ealing to equip staff to teach their nursery, reception and Year 1 pupils to use balance bikes and pedal bikes, whilst also building their use into curriculum teaching.
- **STARS**: The Sustainable Travel Active Responsible and Safe (STARS) accreditation scheme is an online travel plan platform, helping schools to plan activities that encourage sustainable travel, as well as gain recognition for their hard work. STARS engages and empowers pupils, staff and parents to participate in active travel behaviour; cycling, walking and scooting and using public transport. STARS is also an essential tool for the monitoring and evaluation of the success of interventions related to cycling in Ealing.

- **School Grants:** The Council offers annual school grants to achieve and maintain STARS accreditation. These grants incentivise schools to carry out activities that promote cycling, as well as other active and sustainable travel means.
- **Youth Travel Ambassadors (YTAs):** The YTA scheme is a TfL funded and run project that works intensively with secondary schools by delivering peer to peer activities to promote active travel and road safety to pupils, staff and parents travelling to school. In 2017, Brentside High was shortlisted for a Modeshift National Sustainable Travel Award for their YTA participation.

5.5 Cyclist Protection Schemes (Road Safety)

In addition to physical measures on the roads there are detection systems and education/ messages that can be applied to other vehicles and their drivers that can significantly improve cycle safety. HGVs are disproportionately represented in cyclist fatalities, despite being a minority of road traffic, with the entire recent spate of London cycling fatalities involving HGVs, buses or coaches. The Council will use its powers and resources to ensure greater take up and use of schemes such as:



- **Safety Shield:** in 2013, the Council launched a cyclist detection system trial for lorries, which could help reduce blind spot danger to people on bicycles and pedestrians. An HGV has several blind spots where a person on a bicycle on the road cannot be seen at all. Cycle Safety Shield technology which can differentiate between a person and a passing bollard or railing up to 30m away in all 360°, helping

avoid the false alarms which dogged earlier technology. The Council will lobby TfL to make it use their monitoring systems for other schemes such as the Low Emission Zone or the Congestion Charge to ensure that all HGVs that use London's roads have to, by law, be fitted with a suitable, high performance cycle detection system.

- **Operation Close Pass:** An education and enforcement campaign whereby police on bicycles ride along a route and radio the details of 'close-pass' vehicles for colleagues in a police car to pull over at a designated holding point. The driver is then educated into the proper procedures for passing a person on a bicycle. This campaign was particularly effective when it was trialled in Birmingham and the Metropolitan Police have now started operations in London, including in Ealing.

The Council will work with the Metropolitan Police to provide regular operations on the Borough's roads.

- **Exchanging Places:** The purpose of Exchanging Places events is to allow people who cycle an opportunity to swap places with an HGV driver and see the road from their perspective. At these events cyclists can sit in the HGV and watch as a person on a bicycle travels alongside the HGV to the front of the vehicle. This allows the cyclist in the HGV to see exactly where the blind spots occur. Officers provide a demonstration of the best places for a person on a bicycle to position themselves when passing an HGV.

There are other schemes of a similar nature run by other organisations and the Council will work with all bodies to ensure that driver awareness is significantly increased.

5.6 Traffic Enforcement

The majority of moving traffic offences are enforced by the Police; this includes speeding, dangerous driving and some banned movements (including entering advanced cycle stop areas at traffic lights). TfL operates safety cameras (speeding and red light). The Council enforces parking offences, bus lane use and some banned movements.

The Council will use its enforcement powers to try to keep cycle lanes clear of parked vehicles, and it will lobby other enforcement agencies to enforce at collision blackspots and other areas of concern to cyclists. It should be noted however, that many offences that were previously enforced by camera can no longer be following changes to legislation in 2014.

5.7 Promotion of Cycling

As part of the Council's "Get Moving" campaign, the benefits of cycling (and other active travel modes) will be promoted through communications and marketing with residents, employers and key service providers such as health and schools.

In addition, these communications will need to include behavioural advice to both protect cyclists and the behaviour of cyclists themselves. It is unfortunate that a small number of drivers, cyclists and pedestrians behave poorly on the Borough's streets, which leads to confrontations or even collisions. Example subjects would include close pass, secure parking, suitable parking of Dockless Cycle Hire bikes, red light jumping, speeding and the use of protection.

The Council's 'Summer of Cycling' programme of events has been shortlisted for the London Transport Awards 2019.



6 Implementation Programme

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

However, there is also a need to balance innovation with effective proven methods of delivery particularly when looking at value for money and speed of delivery. The proposed plan is considered to be practical and deliverable within the timescales of this Cycle Plan, given all the potential barriers to delivery (particularly financial) as described in section 3.5 above.

The Implementation Programme is summarised in Table 6.1 Implementation/Acton Plan. The targets set out in the Performance Monitoring Plan (in chapter 7) serve as the success criteria for the implementation programme.

6.1 Partners

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

- Ealing Cycling Campaign and other local cycling groups
- Local residents associations and groups
- The 140 local schools and nurseries plus colleges and universities within LB Ealing
- Make it Ealing (Ealing Business Improvement District), West Ealing Business Improvement District and other local businesses across the Borough
- Cycle training providers
- Transport for London
- National Rail
- The Metropolitan Police
- The WestTrans partnership of west London boroughs
- The Canal & River Trust
- Heathrow Airport
- Dockless cycle hire providers: Mobike and Lime

Table 6.1 Implementation/Action Plan Summary

	2019	2020-21	2022 and beyond
Routes and Network	Uxbridge Road Initial Measures	Uxbridge Road Initial Measures	
	Uxbridge Road Cycle Corridor (design)	Uxbridge Road Cycle Corridor (consultation)	Uxbridge Road Cycle Corridor (implementation)
	Borough 20mph Rollout	Borough 20mph Rollout	Complete Borough 20mph Rollout
	West Ealing Liveable Neighbourhood (design & consultation)	West Ealing Liveable Neighbourhood (implementation)	West Ealing Liveable Neighbourhood (implementation to 2022)
	Investigate, design and consult on a new proposed cycle network plan		Identify, design, consult and implement additional phases of Principal and Secondary routes
	Investigate & tackle cycle collision hotspots		
	Quietways & canal towpath enhancement		
	Deliver local connectivity schemes		
	TfL to deliver East-West A40 CS		
	Lobby TfL to ensure delivery of CS9		
	Removing barriers to cycling around schools		

	2019	2020-21	2022 and beyond
Parking	Sheffield stands and hoops		
	Bikehangars and cycle hubs		
		Permit bike bunkers in front gardens	
Training	Cycle Training Programme schools, children & adults		
Communi cations	Cycling promotion, stakeholder liaison & traffic enforcement		
Events	Ticket to Ride, expanded to include festivals, races & community events		
Dockless Cycle Hire	Dockless Cycle Hire - Mobike Phase 2 Rollout (all Borough)	Dockless Cycle Hire – additional operator (s) Rollout	
Cycle protection	Cycle Shield, Operation Close Pass, Exchange Places		

6.2 Delivery Plan - Detail

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

Routes and Network

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

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

The cycle routes and network programme will include:

- Implement initial cycle safety measures on Uxbridge Road using LIP funding – whilst the larger step-change Uxbridge Road project is designed, financed through Liveable neighbourhood bids (starting with West Ealing) and built.
 - Initial measures could include:
 - Advanced Stop Lines with cycle lane approaches
 - Advanced release of cyclists on traffic lights
 - Entry treatments to all side roads
 - Remove parking from cycle lanes 24/7 and only allow loading outside peak times
 - Cycle permeability/anti rat-running traffic schemes
 - Remove all guard rail except where it is absolutely necessary (e.g. outside schools)
 - Longer term (step change) project should include
 - Segregated cycle lanes (where possible)
 - Traffic reduction measures
- Produce a revised Route Network Map in 2019. This will be based on the latest data including information from Mobike.
- Deliver a Borough-wide 20mph speed limit
- Investigate all cycle collision hotspots across the Borough and make necessary changes where required using LIP funding; starting in 2019/20 with the analysis of collision data and implementing quick win projects.
- Implement improvements to walking and cycle related infrastructure around schools to make routes to schools safe and attractive.
- Deliver Quietways and canal towpath route(s) using TfL or other external funding to key destinations including Heathrow airport.

- Deliver as many local connectivity schemes as possible (with local stakeholder insight) from s106 and LIP funding
- TfL to deliver the East-West CS on the A40 by end of 2019. Use LIP funding to enhance links to the route within the Borough where required.
- Continue to lobby TfL to ensure CS9 is implemented. Use LIP funding to enhance links to the route within the Borough where required.
- Obtain ECC input to all scheme designs

The Council will adhere to the LCDS guidance, which specifies that infrastructure delivered is high quality and fit-for-purpose. It should achieve good design for cycling, i.e. the six design outcomes safe, direct, comfortable, coherent, attractive and adaptable plus be shown to attain the necessary levels of service. The council will use these outcomes to guide the design and implementation of its cycling network.

Cycle Parking

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

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

As an innovation, the Council will trial on-street cycle parking – replacing car-parking places with cycle parking at key destinations. At a domestic level, the Council will review local planning policy to enable bike bunker installation in front gardens of properties without planning permission.

Training

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

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

Communications and Marketing

Communications are essential to achieving a shift in culture. The council has recently launched a Get Moving campaign to improve the health and wellness of residents. This reflects the council's priority to ensure its residents are able to access a high quality of life enabled by good health. Cycling is a key focus of this campaign because cycling has

so many benefits: it is social; self-paced; economical; accessible to all ages and abilities; and easily woven into everyday activities.

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

The council will also forge stronger relationships with organisations and groups that have mutual goals. Ealing Cycling Campaign has a well-developed programme of social rides, training and resources. The council will encourage residents to tap into this community by signposting and raising awareness.

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

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

The Council will also use road signs and road side publicity to make drivers more aware that Ealing is a cycling Borough and that drivers should obey the Highway Code and other regulations to make cycling safer and more pleasant. This could also be to raise awareness of issues like Advanced Cycle Stop Lines being subject to 3 points on a drivers licence if they are ignored.

Events

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

Dockless Cycle Hire

In September 2017, the first dockless cycle hire scheme in London was launched by Mobike in the Acton area. Around 170 cycles were placed in the area on a 12 month pilot basis and the scheme has been permitted to extend across the borough.

It is expected that, once the pilot is completed, other operators will be allowed into the Borough, which could provide additional opportunities for residents. All operators must

comply with TfL's Code of Conduct for dockless cycle hire. We will continue to work with the other WestTrans Boroughs to support the rollout of dockless hire across west London.

Cycle Protection

The Council will work with the Metropolitan Police to provide cycle road safety education and enforcement in the Borough.

7 Performance Monitoring Plan

7.1 Objectives and Targets

To monitor success of the Cycle Plan against its objectives and desired outcomes, a series of targets and indicators have been identified. The Council will report annually/regularly on its progress implementing projects and towards achieving these targets. Additional data such as cycle thefts and modal share will also be contained in these reports. These are cross-referenced in Table 7.1 below:

Table 7.1 Programme Targets and Objectives

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

Cycle Infrastructure Targets (LIP 3 2019-22)

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

Cycle Training Targets (LIP 3 2019-22)

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

Cycle Safety Targets

Area	Target
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Risk of being a KSI casualty ³	<ul style="list-style-type: none"> • Decrease the casualty rate to one casualty for every 750,000 cycle trips by 2022 • Baseline figure of one casualty for 620,000 trips in 2016
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Cycle Parking Targets

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

Dockless Cycle Hire Target

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

Cycle Protection Target

Area	Target
London Borough of Ealing	<ul style="list-style-type: none"> • Have a minimum of 6 Close Pass and/or Exchange Places operations per annum
London	<ul style="list-style-type: none"> • Get TfL to agree to monitor/enforce against HGVs that are not equipped with suitable high-quality cycle detection systems by 2021

³ This target measures the probability of cyclist collision(s) killed or seriously injured (KSI) per trip. This rate-based measure has been developed to objectively measure cycle safety. Otherwise a location with high cyclist numbers may show higher cyclist casualties (central London) but the chance of being a casualty may actually be lower than where there are very few cyclists (such as a main arterial road). The figure is calculated by number of total cycle trips divided by the number of cyclist KSI collisions annually.

7.2 Review

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

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

Appendix A: Cycling Strategy 2010-2016 Update

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

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

Appendix B – Contacts and Useful Links

Ealing Cycling Campaign

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

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

WestTrans

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

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

Sustrans

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

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

Appendix C: External Documents Links

Mayors Transport Strategy	https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/the-mayors-transport-strategy
London Cycling Design Standards	https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit#on-this-page-2
Roads Task Force report	https://tfl.gov.uk/corporate/publications-and-reports/roads-task-force
West London Cycle Parking Guidance	http://www.westtrans.org/WLA/wt2.nsf/Files/WTa-178
The 2010 Equality Act	https://www.legislation.gov.uk/ukpga/2010/15/contents
Transport for London Route Network (TLRN) map (Note: TfL currently call the TLRN “Red Routes” on their communications)	https://tfl.gov.uk/modes/driving/red-routes/red-route-maps

