LONDON BOROUGH OF EALING
CYCLING STRATEGY
2010-2016
Foreword

Cycling in London has doubled since 2000. Cycling brings about such obvious benefits for those who take it up as a healthy, quick and affordable way to get around. It also improves our environment and is one of the greenest modes of transport available.

As a council we want to see more people choose cycling as their preferred means of travel, helping make this borough a greener, healthier place to live and work. But many people still do not see cycling as an option for them to get about. This is despite the fact that around half of all road journeys in Outer London are under 2km in length.

In London 2010 is the year of the bike and there are a number of national and regional initiatives aimed at increasing the number of people who see cycling as an alternative means of transport with a number of people who see cycling as a viable means of transport. While there have been many major steps forward there are still too many barriers to people making the choice and becoming regular cyclists.

We want to make Ealing a leading Biking Borough; to set it out as an example in outer London to show how we can make cycling mainstream. We intend to increase the numbers of people cycling on our roads by breaking down those barriers to cycling and make it easier for people who want to make that change.

We have set ourselves challenging objectives, but we have a strong history of supporting cycling in Ealing and through this new cycling strategy I look forward to carrying on this tradition by turning our objectives into greater pedal power.

Cllr Bassam Mahfouz

Ealing Council Cabinet Member,
Transport and Environment
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1. INTRODUCTION
The Mayor of London has set a target of a 400% increase in cycling on 2000 levels by 2026 to achieve an average 5% mode share across London. It is estimated that about two-thirds of the potential for increased levels of cycling lies in Outer London. In 2010, the London Borough of Ealing (LBE) successfully placed a bid to Transport For London (TfL) for funding to become a leading ‘Biking Borough’ and undertake greater research into the underlying problems and opportunities of cycling in Ealing.

‘Biking Boroughs’ is a key part of bringing about the Mayor’s ‘Cycling Revolution’. The Mayor’s Transport Strategy (2010) introduces the idea of the Biking Borough and states “Biking Boroughs will help to create a local culture of cycling, focussing on town centre locations or key trip destinations within a borough known as ‘cycle hubs’, where potential for mode shift to cycling will be greatest”. The Biking Borough programme is part of a three-pronged approach to increasing cycling, alongside the Barclays Cycle Hire and the creation of BarclaysCycle Superhighways.

As the Biking Borough concept develops, Ealing can become a leader in making cycling mainstream in outer London.

This Cycling Strategy for the Borough seeks to present detailed analysis on the current picture of cycling in Ealing, set new local objectives and targets, and put forward an action plan to deliver Ealing’s desired outcomes. Monitoring and review of this will become an integral part of helping the Borough to meet local targets and help contribute to the Mayor of London’s aspirations for cycling levels.

Developing a strategy has a number of benefits:

- It allows a re-prioritisation of funds to increase cycling, and creates a script for investment in key areas;

- It develops a methodology to enable prioritisation to take place in a transparent and robust way;

- It provides a structured approach to cycling investment, which is likely to increase future funding potential;

- It is an opportunity to collate and crystallise a number of different data sources on cycling, to support funding requests.
2. EXISTING BOROUGH PICTURE

The TfL Report ‘Cycling in London’ report sets out a mode share for cycling trips of 1.6% in Ealing. This is higher than the outer London average (1.2%) but slightly lower than the London average (1.7%).

Data from the London Travel Demand Survey (LTDS) from 2006 to 2009 shows that 12% of the borough’s population cycle at least once a week, 67% of the local population never cycles, and another 11% have access to a bicycle but have not cycled in the last year.

Acton, West Ealing and Hanwell have the highest levels of frequent cycling, with approximately half the West Ealing population having cycled at some point. Southall, Dormers Well and North Greenford have the lowest levels of cycling frequency.

Two-thirds of current cycle trips in the Borough are less than 5km. In the long term it is expected that the number of trips up to 2km will rise the most.

The highest flows of cyclists in the Borough are along Uxbridge Road, especially during the morning and evening peaks. Other surveyed roads with high cycle flows include Greenford Road, Windmill Lane, South Road and Victoria Road.

The highest level of commuter cycling occurs in East Acton (4.4% modal share) followed by Acton Central (3.3% modal share). The lowest levels of commuter cycling occur in North Greenford, Dormers Wells and Lady Margaret.

Travel to school by bicycle varies considerably between schools, from 13.8% at Southfield Primary and 12.4% at St Saviour’s Church of England Infants’ School down to 0% at King Fahad Academy, North Primary and St Anselm’s Roman Catholic School. The overall average mode share for 17 selected schools surveyed in Ealing was 3.1%, which is slightly less than the London average mode share of 4.34%.

LTDS data show that in 2008/9 40% of residents within the LBE had access to a bicycle. The most likely people to cycle were of white ethnic origin, male, between the ages of 35 and 44, with a medium to high level of income. The least likely to cycle are females, of Asian ethnic origin, aged 20 to 24, with low income.

Between 2000 and 2009, there were 5 fatal collisions involving cyclists in the Borough. The majority of these collisions occurred on main roads such as the Uxbridge Road. A total of 139 cyclists were recorded as being seriously injured in the same period, relatively evenly split between main and residential roads. 867 cyclists were recorded as being slightly injured, with a large number of these again on Uxbridge Road, especially along the Ealing, Acton and Southall town centre stretches.
3. BARRIERS AND GAP ANALYSIS

TfL’s Delivering the Benefits of Cycling in Outer London report identified some of the key barriers to cycling in Outer London. These fall into two main categories:

I. Physical – e.g. high traffic speeds, severance and lack of cycle parking / facilities at key locations

II. Attitudinal or barriers to delivery – e.g. fear of traffic, feelings of vulnerability

In Ealing, there is generally good coverage of cycle routes across the Borough as a whole with direct north-south and east-west routes, with a more concentrated network around Ealing Broadway. There is one national cycle route covering the western and northern edges of the Borough along the Grand Union Canal.

The Borough should benefit from the Barclays Cycle Superhighway programme, with a route planned along the A40 or the A4020, to be built by 2015. The exact route is not yet confirmed.

However, the mainline rail network, waterways, and key arterial roads are physical barriers to permeability. There are limited crossings of these barriers, which therefore require special attention to make them cycle-friendly. In general, north-south permeability in the borough is worse than east-west. A major problem is lack of two-way access to Ealing Broadway station.

Whilst cycle parking is provided at the majority of rail/underground stations (two-thirds), it is generally not very secure, and suffers from high levels of theft. Southall and Acton Main Line are the most important stations with no cycle parking. In some cases secure space could be provided within stations by reducing the number of shops; in others, space is available on platforms, but can only be reached via steps.

Severance is a key barrier to cycling within the Borough. Whilst there are some gaps identified above that need to be addressed, clearly the Borough is has a good basic network of cycling routes. However, many of the busier roads can be unpleasant to cycle along, and it will be necessary to take steps to improve the cycling environment by a combination of traffic speed reductions and facilitating safe overtaking of cyclists (e.g. by avoiding lane widths too narrow for safe overtaking but wide enough for unsafe overtaking).
4. CYCLE INVESTMENT AND PRIORITY TO DATE
Ealing Council has a long record of commitment towards cycling prioritisation and funding support.

This includes:

• The employment of two members of staff specifically for the planning and delivery of cycling improvements in the Borough

• Being one of the first Boroughs in London to install cycle-friendly infrastructure in the 1980s with a grant from the then Greater London Council (GLC)

• Being an early pioneer of on-road cycle training, running cycle training to the new National Standards (now Bikeability) and carrying out one of the highest levels of cycle training of all Boroughs in London, particularly among adults. This includes a long-standing programme of cycle maintenance classes

• The Direct Support for Cycling programme, based on on-road cycle training and characterised by face-to-face support for cyclists, has won two prestigious awards (and won top marks in the assessment by the then National Cycling Strategy’s assessors)

• Providing Estates lockers – we have 65 lockers that were installed on two estates in 2003 - in partnership with housing associations and youth activity groups

• Running a pilot scheme for the only private home cycle parking scheme in London

• Conducting one of the longest-running time series cycling counts in London on the Uxbridge Road, annual parked cycle counts at 10 locations throughout the borough, and recent installation of 3 permanent cycle counters

• Delivering off-road cycle routes (including the canal towpath) in the substantial green space in the Borough: in total there are about 33km of off-road routes with special value for leisure cycling

• Delivering on-road cycle provision prior to the LCN+ on the old LCN and local cycle routes. Despite supporting marked routes, the focus now is on cycling on all roads, with a concern to effect permeability allowing for convenient and safe access by bicycle throughout the highway network

• Providing cycle stands on the highway – since 2005, we have added some 350 stands on the highway. There are now over 1000 publicly accessible cycle stands in the borough, and these are mapped on a GIS system

• Carrying out and progressing CRISP reports for LCN+ provision

• Installation of cycle parking at schools – three schools had cycle parking installed in 2008/9

• Improving cycle permeability through innovative treatments to make one-way streets two-way for cycling

• Pioneering the Cycle Skills Network Audits (CSNA)

• Being identified as one of the key Boroughs in the CTC/TfL Benchmarking report

• Securing S106 contributions towards cycle training and provision

• Partnerships with: Ealing Cycling Campaign; Sikh Arts and Community Association; Well London; Ealing PCT; Hillingdon Hospital NHS; Notting Hill Housing Trust

• Hosting the 2010 Outer London Skyride
5. VISION AND OBJECTIVES
The preferred vision of the Ealing Biking Borough is:

Ealing Biking Borough will maximise the opportunities for existing and aspiring cyclists, and work alongside health, education and safety and security partners to bring about a significant increase in cycling.

To achieve this vision for Ealing Biking Borough, the following objectives have been identified:

I. Increase the overall number of trips made by cycle, especially for short journeys

II. Increase the number of people cycling in the Borough

III. Encourage existing cyclists to cycle more often and for different purposes

IV. Attract family members to try cycling, moving towards a critical mass within social groups that are already accepting of cycling

V. Target hard to reach groups to break down barriers to cycling

VI. Promote cycling as a convenient, safe, secure, inclusive and enjoyable activity

VII. Reduce the rate of cycle theft in the borough, and improve the detection rate for theft that does occur
6. TARGETS
Trips
Based on LTDS data from 2005 to 2008, around 12,400 cycle trips are made by Ealing residents on an average weekday (1.6% modal share). Increasing this in line with the Mayor’s Transport Strategy targets would mean moving to 5% of all trips, or increasing the number of cycle trips to around 38,750 per day. Although some of this will come from existing cyclists increasing the number of journeys they make by bicycle, it will also need to include some new cyclists making occasional trips by bike.

Target 1: Increase the number of cycle trips from 2008 in the Borough by over 200% (i.e. trebling) by 2026 in line with the Mayor’s London target for a 5% mode share of all trips in London.

Sub-Target: Increase the number of cycle trips in the Borough to over 20,000 on an average weekday by 2014

Safety
On average 13 cyclists are Killed or Seriously Injured (KSI) in the borough each year, out of just under 4 million weekday trips per year. This equates to a KSI rate of just under one every 300,000 trips. The picture (which for non-fatal casualties is similar to other parts of London) is one of a very low rate of Serious Injuries sustained by a typical cyclist.

It is important to remember that the health benefits of cycling outweigh the existing injury disbenefits by a factor of some 20 times: it is far more dangerous not to cycle than to cycle!

Nevertheless, it is important to reduce the casualty rate among cyclists by:

- Increasing the numbers of regular cyclists, creating a “critical mass” effect which makes other road users more aware of cyclists
- Extending the knowledge of correct cycling behaviour among actual and potential cyclists
- Reducing danger to cyclists and other road users by appropriate measures.

Target 2: To reduce the rate of Killed and Seriously Injured (KSI) cyclists per journey by 30% by 2026, to a rate of around one KSI every 440,000 trips

Sub-target: To reduce the rate by 10% by 2014 to a rate of around one KSI per 340,000 trips

Theft
Cycle theft is a significant deterrent to cycling. The number of cycle thefts per year in Ealing is slightly lower than the London average at 632 compared to 700 in 2009.

Target 3: To halve the numbers of bicycles stolen per cycle trip in the Borough.

Sub-target: To increase the detection rate for stolen cycles to 10%
7. ACTION PLAN
A successful Biking Borough must combine a number of different measures to overcome barriers to cycling, and any programme must address both service quality and information, marketing and promotion.

We appreciate that cycling requirements are not just about having safe and convenient access to destinations on the public highway and off-road routes.

Cyclists also require:
- Convenient and secure home parking;
- Appropriate equipment – including bicycles fit for purpose and suitable clothing and accessories;
- Confidence to cycle, which can be created by on-road training;
- The ability to deal with mechanical problems, either directly or by easy access to suitable services;
- Secure locations for cycle parking at destinations;
- A less intimidating road environment.

The top initiatives we propose are:

1. Establishing six cycle hubs in the Borough.
   A cycle hub is defined as:
   - An area, neighbourhood or corridor that shows strong potential for growth in cycling
   - A location where innovative ideas for cycling can be piloted
   - A place where resources are targeted towards increased cycling
   - An area characterised by partnership working to promote cycling
   - A key trip destination

Based on baseline information, the six cycling hubs in the Borough will be Ealing Broadway, South Acton, Southall Broadway, Elthorne, Northolt and Greenford.

2. Creating a strong brand for the Biking Borough programme.
   This will help people identify with the programme. The key will be to provide good quality, up-to-date information on cycling and the Biking Borough initiatives for residents and visitors in Ealing.

3. Establishing a robust monitoring strategy.
   This will allow the success of the Biking Borough programme to be measured, as well as identifying particular schemes or areas that show potential for future investment. More permanent cycle counters in the Borough are being installed as part of this.

4. Establishing a Political Champion for Cycling:
   Having a senior Councillor who will be the figurehead for the Council’s Cycling Strategy implementation and sustained investment over time, as well as chairing a panel which will meet regularly to oversee progress.

5. Establishing Delivery Champions for the Biking Borough Programme.
   Delivery champions would be identified for particular initiatives so that there is a sense of responsibility and ownership for the project. These people would also be able to report back to the panel on lessons learnt from implementation of the planned schemes.

6. Enhancing stakeholder involvement.
   This includes working with the health sector to:
   - Develop relationships with organisations such as Active Ealing and the Ealing Primary Care Trust
   - Develop relationships to commission projects such as Cycling on Prescription

7. Extending the Direct Support for Cycling (DSC) programme.
   Extending the DSC programme to include information targeted at transitional life stages (e.g. family/friends cycling), maintaining levels of school, non-school children’s groups, adults and families Bikeability cycle training, cycle maintenance classes, developing the Keep Riding scheme (support with accessories and equipment among qualifying individuals who are significantly increasing their levels of cycling) and significantly extending home cycle parking, whether on estates or at private residences.

8. Improving cycle parking.
   This should focus on improving residential cycle parking in the Hub(s) and include the continuing programme of on-street cycle parking.

9. Continuation of off-road routes (Greenways).
   Prioritising routes that shorten journeys or avoid particularly busy roads or junctions.

10. Improving station access and integration with rail.
    Bike-and-ride, increased provision of secure cycle parking and access at stations.

    Showing how easy it is to cycle to and from schools by producing maps from CSNA audits.

12. Setting up bike recycling scheme(s).
    Use of recovered bikes in existing and new schemes, associated with cycle maintenance and youth schemes.

13. Reviewing/removing cycling restrictions.
    Progressing permeability: supporting measures such as two-way cycle movement at existing one-way schemes, cycle exemptions in road closures, and cycling in parks and open spaces.

14. Improving marketing and promotion of cycling.
    This includes working with internal and external partners to make the most of all opportunities to promote cycling, such as:
    - LBE Travel Awareness Initiatives
    - TfL Campaigns
    - London Cycling Campaign/Ealing Cycling Campaign/Cyclists’ Touring Club/Sustrans
    - Events to launch new on- and off-road facilities
8. FUNDING AND INVESTMENT LEVELS
The above action plan shows a range of infrastructure, behavioural change, and partnership working schemes. Areas of potential funding will include the LIP, Section 106 monies, partnership funding and other Transport for London funding/third party funding.

Evidence from the Cycling Demonstration Towns project suggests a direct link between investment in cycling and take-up. Investment in cycling within Ealing from TfL funding has averaged £578,200 per year over the last five years, but cycling levels have remained largely the same within this period. With other supplementary funding added, such as Section 106, LBE funds and third party contributions (e.g. British Waterways on canal routes) it is estimated that Borough spending on cycling is currently approximately £694,000 per annum, or around £0.11 per trip.

Other examples of spending on cycle projects outside of Ealing indicate that spending £10 per head of population per year is required to significantly increase cycling levels. For example, this £10 per head achieved a 100% increase in cycling levels in Brighton over 3 years. This spending level is in line with the amount invested in cycling in mainland European cities that have achieved sustained growth in urban cycling over many years. This gives an indication of the levels of funding and commitment needed to succeed in significant mode shift towards cycling. Such a level of investment in Ealing would equate to £3m per annum spent on cycling, over four times the current investment level. Such levels of investment are not attainable from current public funding sources, and would only be achieved by significant withdrawal from other transport investment in the Borough.

One set of calculations, based on moving towards a 200% increase in cycling by 2026 within Ealing, has estimated that an additional £100,000 per annum is necessary on top of the existing TfL LIP allocation, plus a further £20,000 from supplementary sources. This would make a total target annual investment in cycling of approximately £700,000 from all sources towards cycle-specific schemes.

Other calculations, based on the costs of specific necessary initiatives (infrastructure and smarter measures such as Direct Support for Cycling) for reaching the 200% increase in cycling target, reach a higher estimate of approximately £800,000 - £1 million required for cycle-specific schemes.
We will monitor and review progress by:

- Expanding the manual count programmes at various sites in the Borough with additional fixed counters

- Using regular counts of cycle and general traffic from DfT and TfL

- Using attitudinal surveys such as MOSAIC

- Assessing frequency of cycling, cycle ownership and cycle trips to town centres from LB Ealing’s Residents Panel

- Using the iTRACE system to monitor school and company travel plans

- Using London Accident Analysis Unit casualty figures associated with estimated cyclist journey data

- Using Metropolitan police data on cycle theft

- Continuing to carry out regular counts of parked bicycles at key locations

- Using School Hands Up data on school cycling and out of school cycling by children

- Conducting surveys of effectiveness of programmes such as Direct Support for Cycling and activities like Skyride
10. CONTACTS AND USEFUL LINKS

cycling@ealing.gov.uk
020 8825 5771 / 5140

Reporting potholes and other general highway issues: Customer Services 020 8825 6000.

Organisations:

Membership:
London Cycling Campaign, www.lcc.org.uk
020 7234 9310, Newhams Row, London SE1 SE1 3UZ, campaigns for cycling in London: the local group is the Ealing Cycling Campaign, www.ealingcycling.org.uk

CTC is the national cyclists’ organisation, www.ctc.org.uk
Parklands, Railton Road, Guildford, SURREY GU2 9JX.
0844 736 8450, cycling@ctc.org.uk

Property registration:
Immobilise, for cycle security, www.immobilise.com

General information:
Cycling England is the independent, expert body, working to get more people cycling, more safely, more often. Established by the Department for Transport
www.dft.gov.uk/cyclingengland/