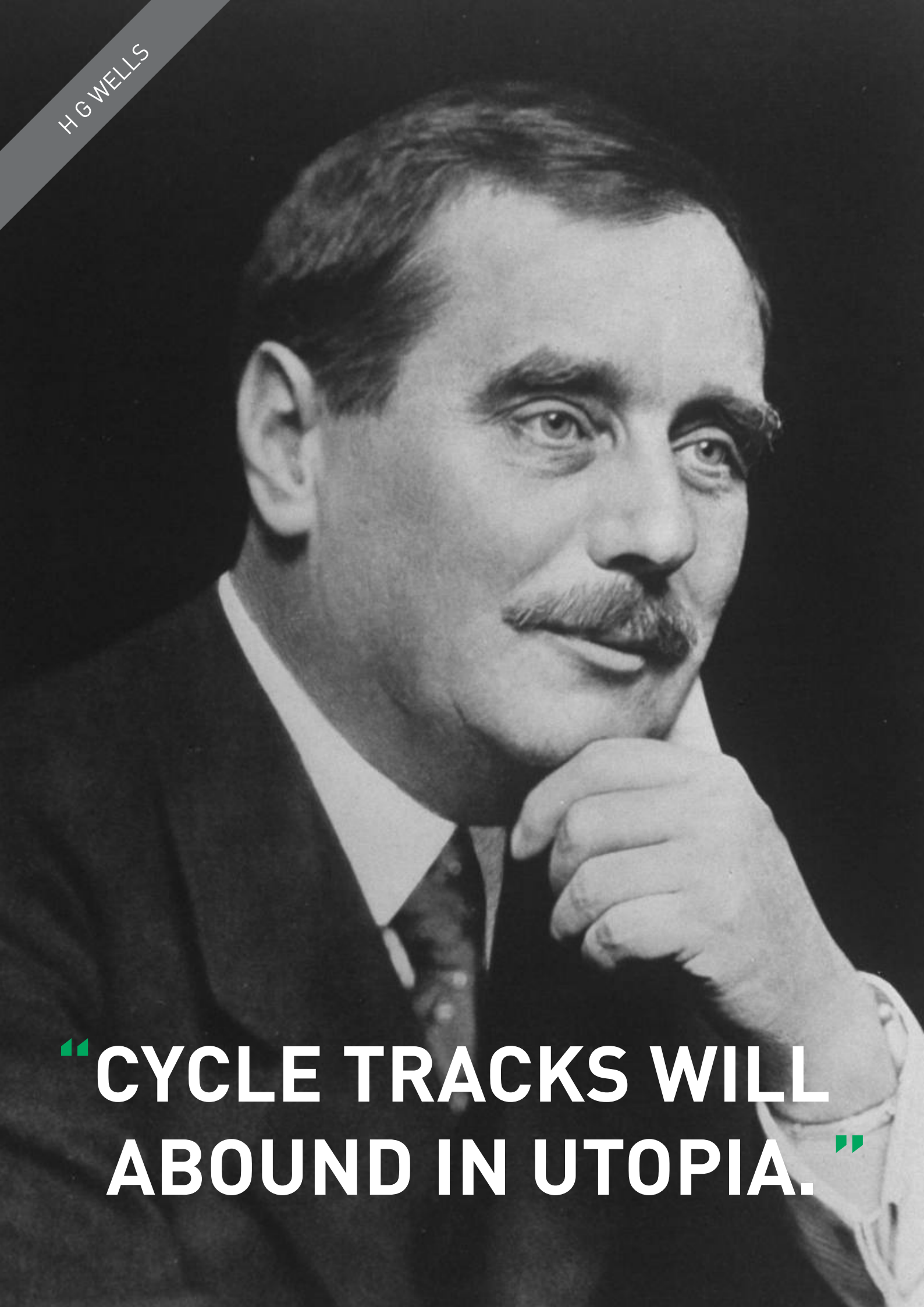




EALING
MINI HOLLAND







H G WELLS

**“CYCLE TRACKS WILL
ABOUND IN UTOPIA.”**

In 2012, I set myself the challenge of cycling 2,012 miles. In the end, I cycled much further than that - mostly on the streets of Ealing. In doing so, what struck me very plainly was how much needs to be done to ensure that cycling in London is less of a challenge and more of an everyday form of transport. JFK described riding a bicycle as a 'simple pleasure', but that's not the experience or expectation of most Londoners today; and it's time for that to change.

I'm therefore very pleased that this is a view shared by the Mayor of London, and both I and my political colleagues from all parties - Councillors, local MPs and our GLA Member - are strongly supportive of the principles set out in his Vision for Cycling in London, published in March. We fully endorse the proposals set out in this bid for Ealing to become one of the pilot 'Mini Holland' boroughs, and in this we have the support of our partner organisations - the London and Ealing Cycling Campaigns.

Together, we know that Ealing has the potential and the ability to become a cycling exemplar in its own right - a place where mass cycling can become a reality in a relatively short period of time.



Julian Bell
Council Leader



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Ealing is hugely diverse. Large areas of the borough have a completely different character from one another, as do the main town centres. It's known for its many trees and green spaces, but it is also tracked through by major transport infrastructure - roads, rail/tube lines, and canals - that provide good strategic access, but also often create local severance, not least for cycling.

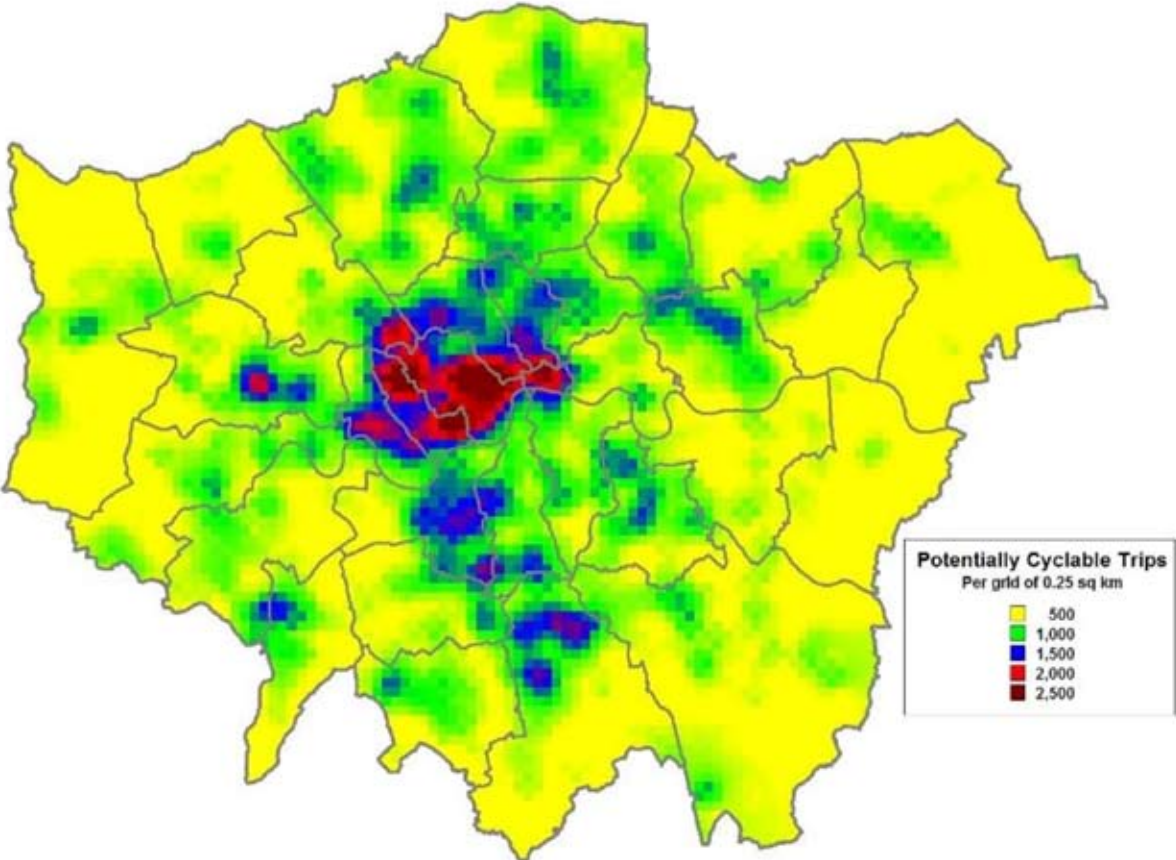
Ealing shares in West London's successful economy but has pockets of deprivation. It's the 11th largest of 33 boroughs in area, so although it has the 3rd largest population, it's ranked 24th by population density. Ealing is also the 3rd most diverse borough in terms of ethnicity.

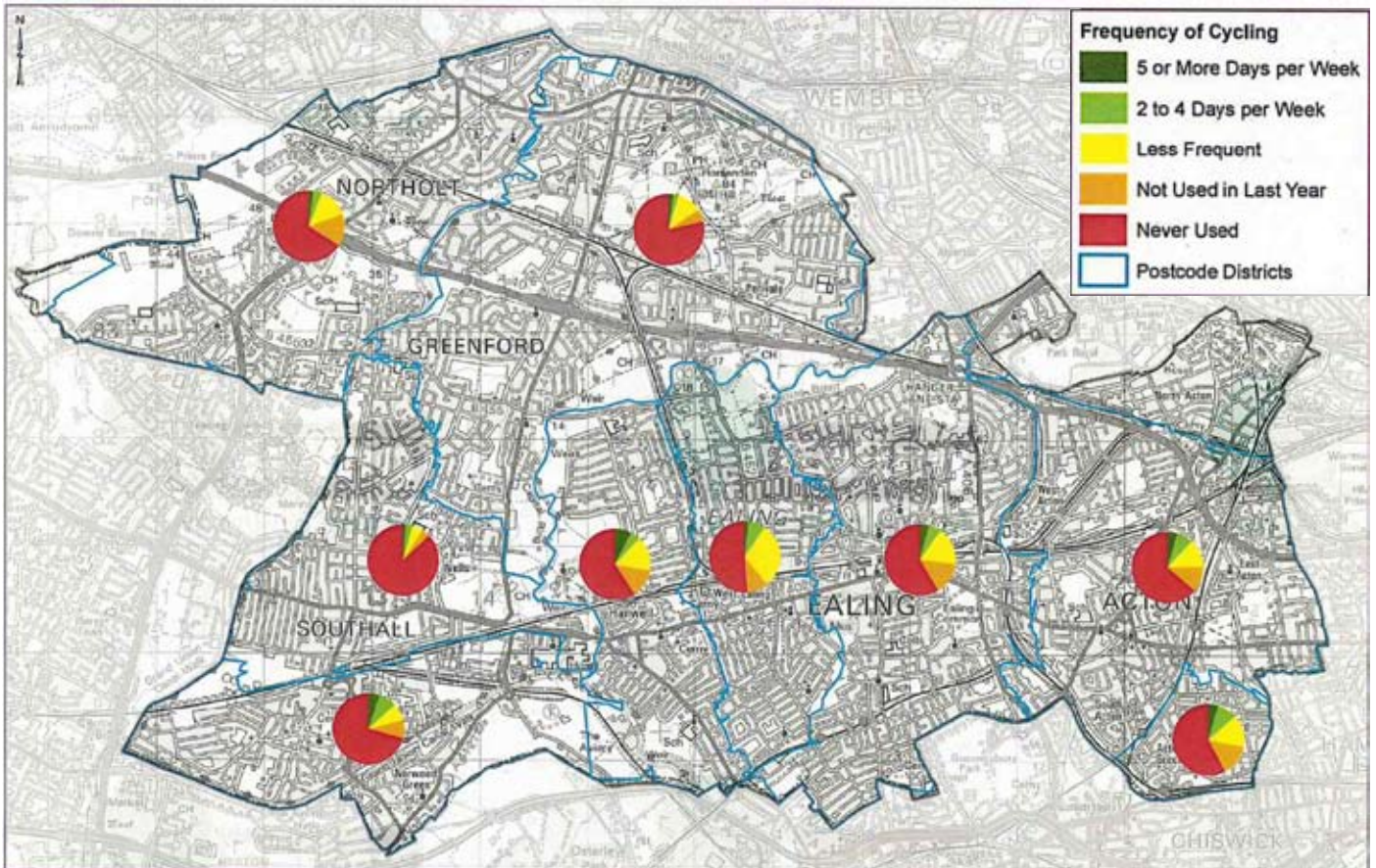
Transport for London's December 2010 Analysis of Cycling Potential in London reveals Ealing to be one of the most obvious places in outer London to invest in infrastructure and other initiatives intended to encourage mass cycling. The map below, taken from the report, shows potentially cyclable trips by origin, for the top four market segments considered most amenable to cycling.

The map indicates not just the potential of Ealing as a whole, but the specific potential for major increases in cycling numbers in and around Ealing Town Centre itself. Accordingly, the town centre, and the areas around it, are the focus of this bid.

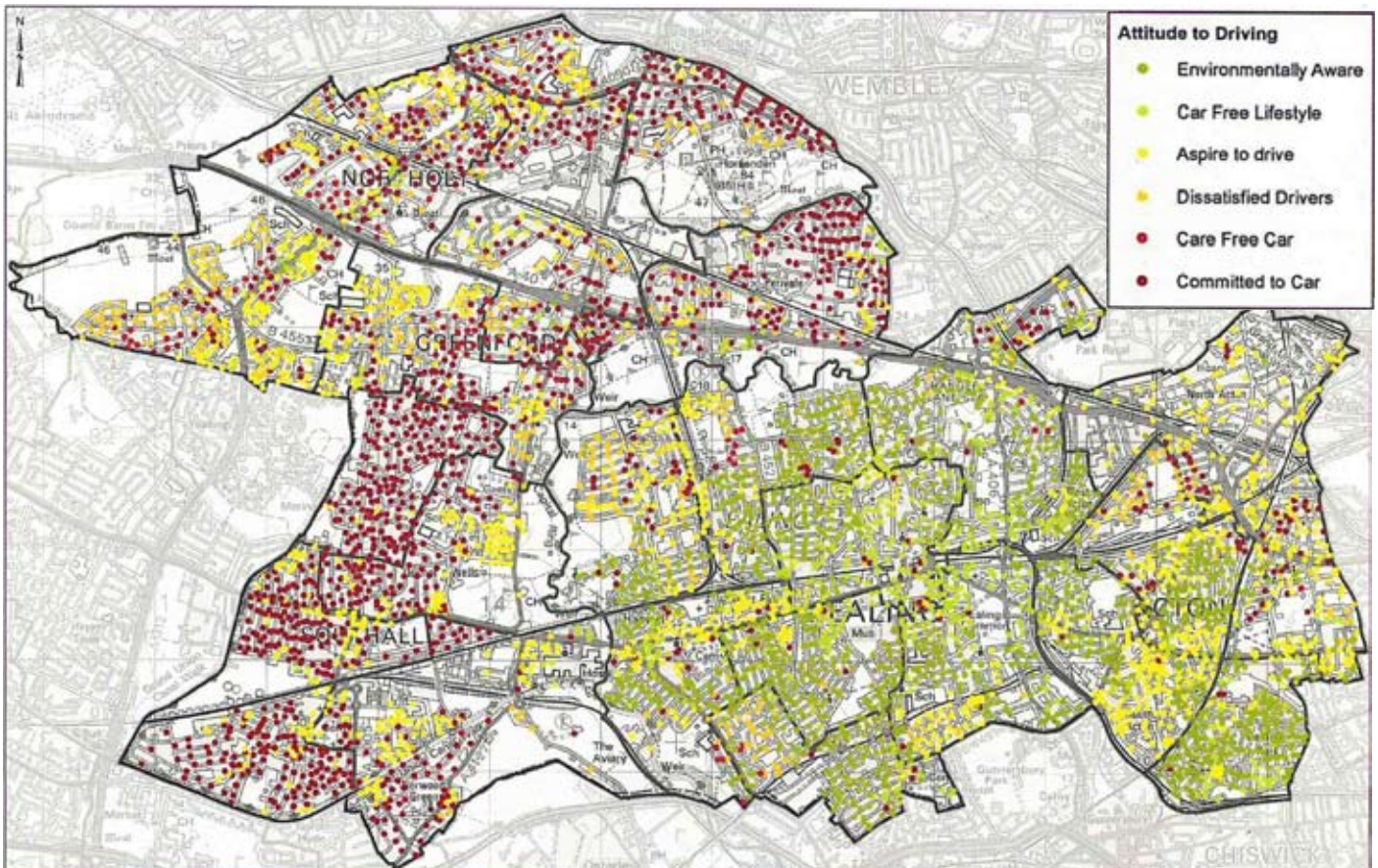
The two plans on page 7, taken from the 2010 report of a study to develop Ealing as a Biking Borough, provide further evidence both for the potential to increase cycling numbers in Ealing generally and for the eastern portion of the borough being the most propitious area on which to focus investment.

As the Biking Borough work and numerous cycling initiatives demonstrate (see pages 8 & 9), the Council not believes that the potential to grow cycling in the borough, starting with the Metropolitan town centre, is huge, it is prepared to work very hard to ensure that potential is realised.





FREQUENCY OF CYCLING (ABOVE) AND ATTITUDE TO DRIVING (BELOW), SHOWING THAT THE EASTERN PART OF THE BOROUGH - INCLUDING EALING METROPOLITAN TOWN CENTRE AND THE SURROUNDING AREA - IS THE BEST PLACE TO FOCUS THE INITIAL DRIVE TO INCREASE THE AMOUNT OF CYCLING AND ACHIEVE MODAL SHIFT FROM CAR JOURNEYS, ESPECIALLY FOR LOCAL TRIPS.



Ealing Council has a solid track record of both 'hard', 'soft' and 'intermediate' measures designed to encourage people to cycle, not just to make it easier and safer for those who already cycle to do so more. These initiatives approach the overall challenge from a range of angles, with the Council's willingness to invest real money being most recently demonstrated by the creation of a new cycle parking hub at Ealing Broadway station.

The success of the improved quality of cycle parking provision at the hub, and of the number of spaces, in increasing demand shows how good the idea has been, and demonstrates the potential for similar success at other, similar locations.

While the hub provides a new focus for cycling in Ealing town centre, it lacks strategic connections to fulfil its potential. With the advent of Crossrail from 2018, there will be even greater trip generation to and from the station (which currently has over 20m users per annum) and we would like to encourage as many trips to and from the station by bicycle.

Integral to the hub is a Brompton Dock, where folding bicycles can be hired for a variety of periods. This innovative venture was delivered in partnership with Brompton, based in nearby Brentford, and membership of the scheme continues to grow. It shows how bike hire can work in locations beyond the existing and future reach of the central London (Barclays) bike hire scheme.



EALING BROADWAY STATION CYCLE HUB



THE BROMPTON BIKE DOCK AT THE EALING BROADWAY HUB



BEFORE AND AFTER PHOTOS OF THE CYCLE CROSSING RECENTLY INSTALLED OVER HANGER LANE, JUST NORTH OF THE GYRATORY



HAVELOCK ROAD, SOUTHALL - ONE OF THE FIRST STREETS IN THE UK TO BE TREATED WITH SIMPLE CYCLE CONTRA-FLOW MEASURES



EALING CHAIRS THE BOROUGH CYCLING OFFICERS' GROUP, AND ARRANGED A FACT-FINDING VISIT TO COPENHAGEN IN 2012



BEFORE + AFTER PHOTOS OF RECENT TOWPATH IMPROVEMENTS

The other initiatives illustrated on these pages demonstrate both the range of measures the Council has pursued, and it's success in doing so. The cycle crossing over Hanger Lane has transformed the ability of people safely to negotiate an environment that is otherwise hostile to cycling. Over in Havelock Road, Southall, we were national leaders in implementing simple cycle-contra-flow measures on a one-way street, using just signs and a simple treatment at the entry. Meanwhile, we have been very active in exploiting the potential of the main Grand Union Canal, and the Brentford branch, to provide for quiet cycle links between local centres. In association with the Canal and River Trust, muddy towpath tracks and other narrow and uneven towpath sections have been improved, not just to encourage cycling but also to enable cyclists and pedestrians to share the paths harmoniously.

It's not just in relation to infrastructure measures that the Council has been active, however. We have piloted programmes that seek to encourage cycling by people from communities that, by tradition or culture, have very low cycling levels. Our work with Asian women in Southall, for example, shows how we can grow the population of would-be cyclists, ready to use the improved infrastructure that Mini Holland funding will help deliver.

Ealing also chairs the London Boroughs Cycling Officers' Group, showing both leadership and, through initiatives like last year's study visit to Copenhagen, helping to increase practitioners' understanding of how to get more Londoners cycling more often.

CYCLE TRAINING UK

Southall Women's Cycle Club Pilot
London Borough of Ealing

CLIENT: London Borough of Ealing

PROJECT: Southall Women's Cycling Club Pilot

BACKGROUND: Feedback from the Ealing GP Referral scheme, based in Southall Park suggested that there was a demand for social rides for local women.

WHAT? A series of 5 fun rides that will take women cycling on road and in parks/cycle lanes around the Southall area.

AIMS: To build up the confidence of participants, to experience cycling on road (many for the first time), to discover places of interest and parks using local cycle routes, as well as social benefits.

RESULTS: Very positive feedback from the participants and a desire for more rides to be organised in the future.

Feedback from the Ealing GP Referral Scheme which provided cycle training to patients and healthcare employees showed that there was a demand for a local women's bike club. The London Borough of Ealing fully funded this pilot club scheme with the aim of delivering a series of club rides to women in the local area.

Over 5 weeks a Dr Bike and Club ride was delivered to a group of women that had signed up to the Club. The rides took part each Saturday 11-1pm with a Dr Bike beforehand to ensure that bicycles were roadworthy. There was also free bicycle assistance for those without their own bikes.

SOUTHALL WOMEN'S CYCLE CLUB INITIATIVE

Ealing Council recently led the production of a West London Cycling Strategy, in partnership with Gehl Architects from Denmark. The strategy, excerpts from which are reproduced here, shows how we are already committed to delivering a continuous, high quality cycle route along the A4020 Uxbridge Road, running eastwards from Ealing Town Centre, with a pilot section ready to go alongside Ealing Common (see also page 20).

The Leader of the Council has already made £400,000 available to start work on this pilot scheme. Mini Holland funding would complement this funding, allowing a more comprehensive scheme to be delivered, both into the town centre itself and eastwards to Acton.

PROPOSED PILOT ROUTE

Uxbridge road has the strongest business case of all corridors studied. The section between Ealing and Shepherds Bush connects two important hubs, could be part of a longer commute to town and is in an area with high cycling propensity and cycleable trips. We recommend this for a pilot route.





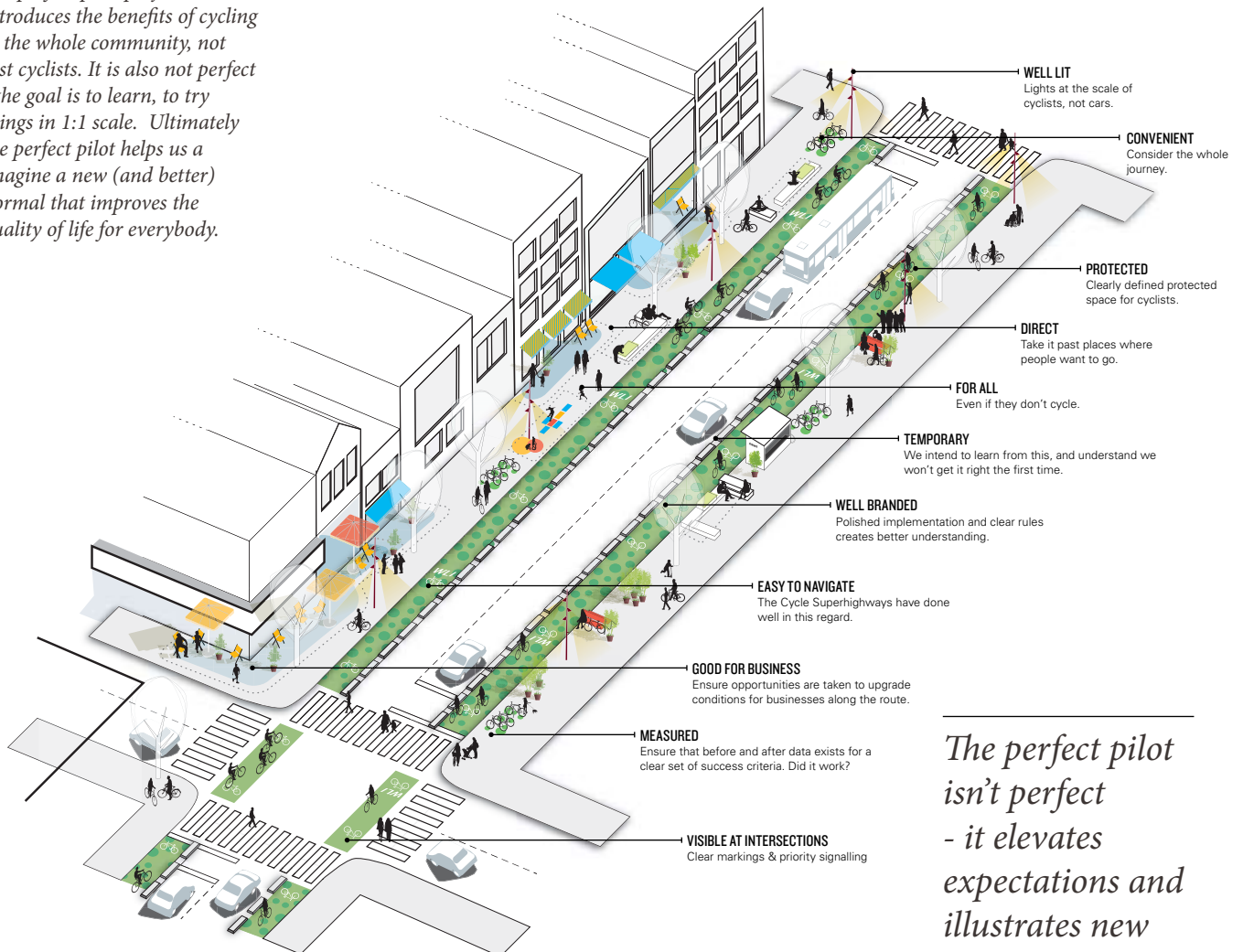
WEST LONDON CYCLING

GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

SKM GOLDEN
BUSINESSMAN

THE PERFECT PILOT

The perfect pilot project introduces the benefits of cycling to the whole community, not just cyclists. It is also not perfect - the goal is to learn, to try things in 1:1 scale. Ultimately the perfect pilot helps us imagine a new (and better) normal that improves the quality of life for everybody.



The perfect pilot isn't perfect - it elevates expectations and illustrates new thinking

We know there's no point in trying to reinvent the wheel; but we also know that applying proven solutions from Holland and elsewhere isn't just a matter of cutting-and-pasting. This page covers a range of opportunities and ideas that we've identified from our knowledge and understanding of what has been shown to increase cycling levels in other countries (and indeed in other British cities). It also provides a brief commentary on the challenges we think we might face in applying these lessons in Ealing.

TWO-STAGE TURNS AT SIGNALS



In Denmark, two-stage turns mean cyclists aren't forced to wait in the middle of often intimidating junctions. Minor changes to existing practice would be needed to allow this in the UK.

'DUTCH-STYLE' ROUNDABOUTS



Ongoing trials at the Transport Research Laboratory offer the prospect of more cycle-friendly roundabout designs being given DfT technical clearance for use in the UK.

A CLEAR NETWORK STRATEGY

- Develop both simple, accessible and quiet cycle routes

ÖREBRO EXPRESS 

ÖREBRO DIREKT 

ÖREBRO EXCHANGE 

ÖREBRO REKREATION 

Orebro is Sweden's 'No.1 Cycling City'. We think a clear, well-planned, three-tier cycle network is appropriate for Ealing, and indeed for London as a whole (see plan on pages 14-15).

'FLOATING' BUS STOPS



Consultation on proposals for the Cycle Superhighway 2 extension have shown the need to work with pedestrians' groups to ensure a harmonious layout, as here in Amsterdam.

CYCLE PRIORITY ACROSS SIDE STREETS



The recent improvements to the Old Shoreham Road in Brighton include a standard detail for providing enhanced cycle priority when tracks run past minor side streets.

VERTICAL TRACK SEPARATION FROM FOOTWAY + CARRIAGEWAY



This image, also from the Old Shoreham Road, shows a simple cycle track treatment that's highly applicable to many locations where lanes are currently 'protected' just by paint.

'LIGHT' OR 'SOFT' SEPARATION



Another, cheaper way of increasing protection for existing bike lanes is demonstrated in Seville. Design lessons from here and Vancouver are currently being installed on Royal College Street, Camden.

LOW-LEVEL CYCLE SIGNALS



The DfT has made positive noises about the ongoing trials of new cycle signals by the TRL. These will enable cycle-friendly signalling such as early-starts and cycle-only stages.

CYCLE + PEDESTRIAN ONLY BRIDGES



This bridge in Utrecht demonstrates how cycling and walking can not just be made safer, but also be given priority over motor vehicles, which have to go a longer way round obstacles like rivers and railways.

PROTECTION BY PARKING



Carefully laid out cycle routes, such as this one in Utrecht, allow for on street parking but also use the parking to protect cyclists from faster moving traffic. Buffer strips also protect cyclists from car doors.

CYCLE-FRIENDLY ACCESSORIES

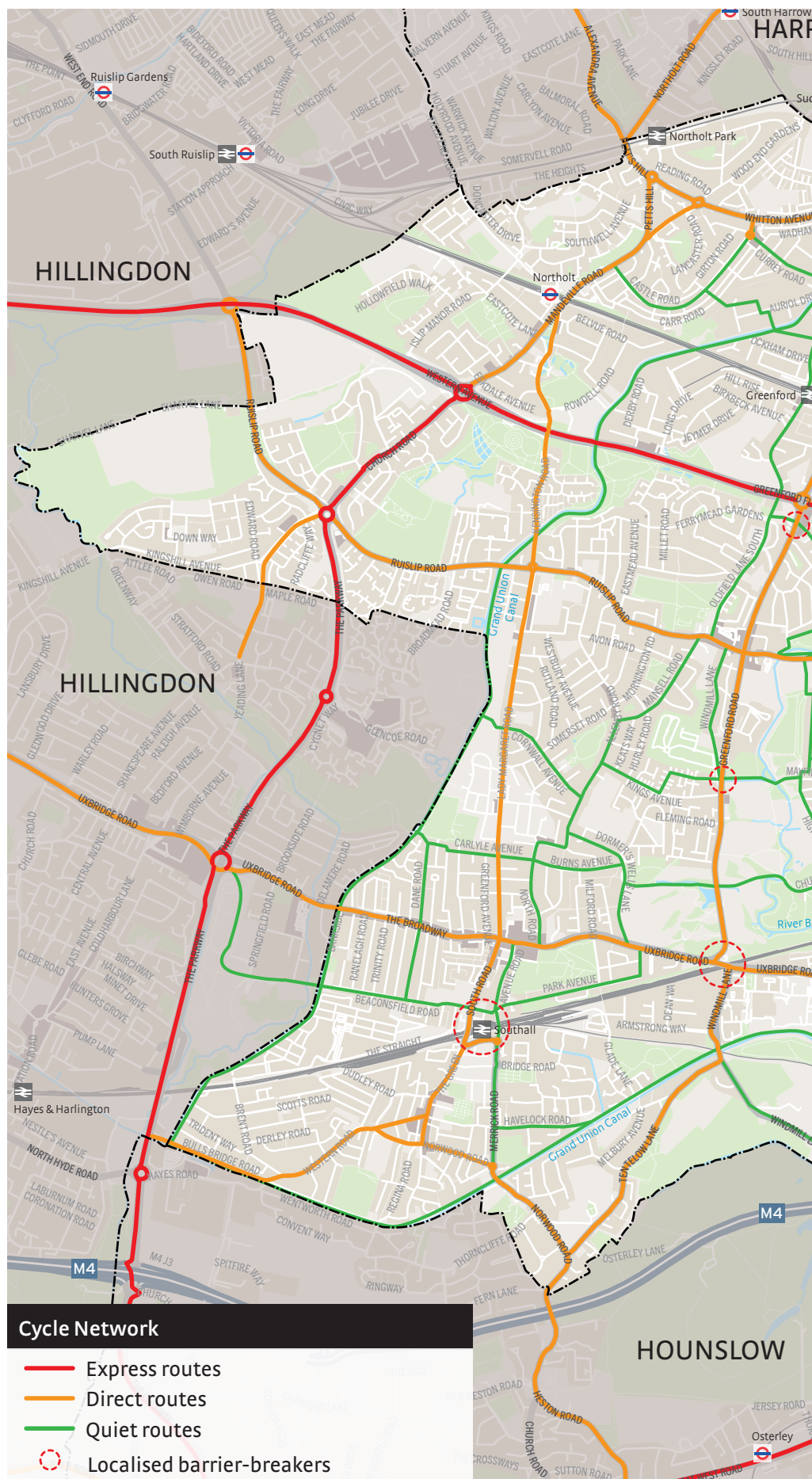


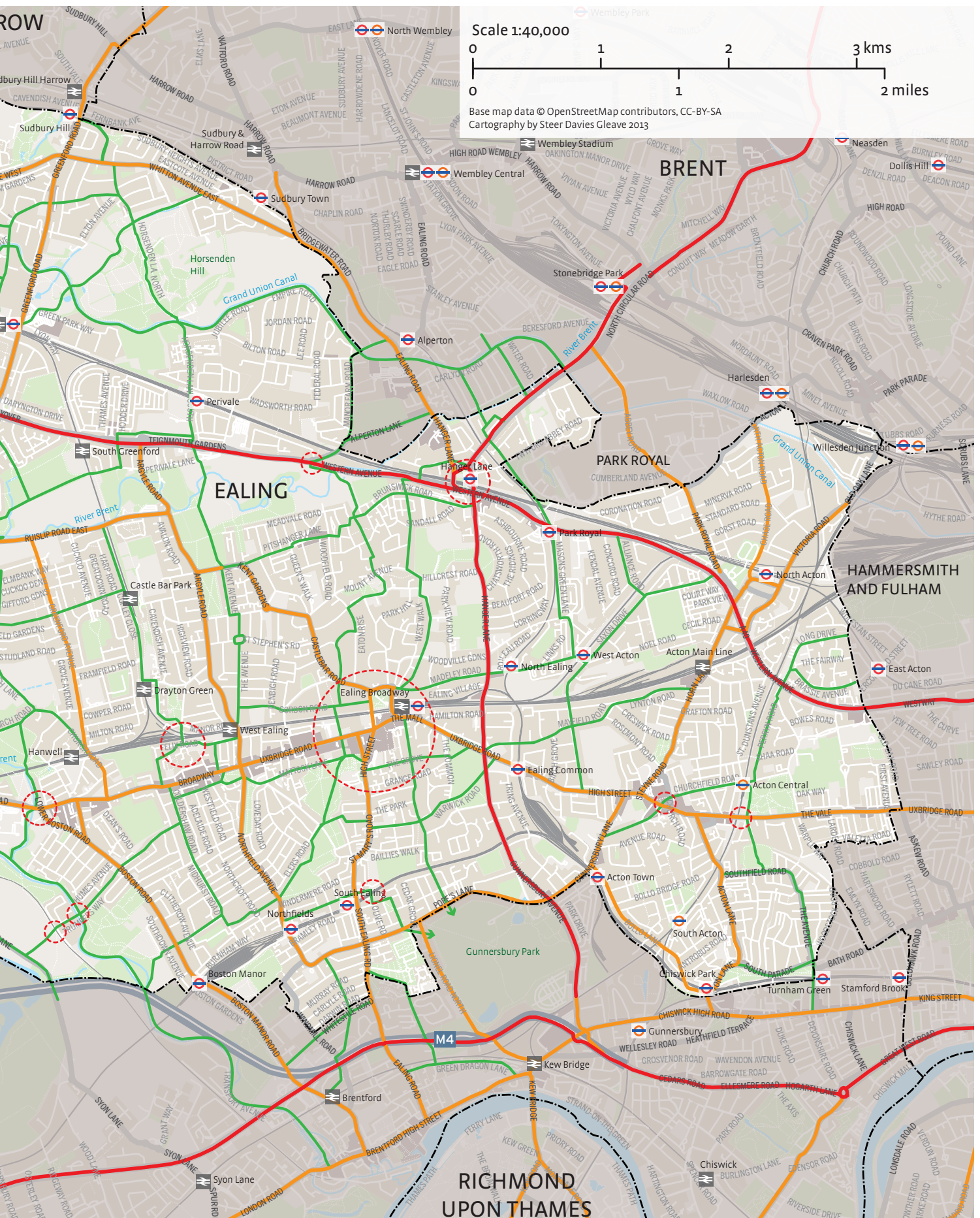
Copenhagen has also deployed fun yet practical 'accessories' like footrests - which enable people to stop without having to step down from their saddle - and rubbish bins angled for people cycling past.

European best practice shows how important clear network planning is to ensure best value is delivered by infrastructure. This contrasts with much previous UK practice, where 'success' was measured by the number of units delivered (e.g. metres of tracks or junctions treated with a 'jug-handle turn'), rather than the extent to which they joined up effectively.

Ealing's network is based on three tiers that reflect the Mayor's vision of a range of routes of different character. A description of each category of route shown on the network plan alongside is set out below.

- **Express.** The intention is that these will be especially suitable for fast cycling, such as on longer-distance commutes. They're therefore on corridors where there is generally a combination of sufficient space and little frontage activity.
- **Direct.** These tend to be along busier streets, and run through complex locations like town centres and high streets. Some are on more lightly-trafficked streets, but all seek to provide the shortest link between local centres and other attractions.
- **Quiet.** As direct as possible, Quiet ways may take a slightly longer way round so that they can feel as safe as possible: traffic free or where there are low traffic volumes and speeds.
- **Barrier-Breakers.** Potentially great routes can be ruined by a single missing or dangerous link. The sites shown on the map are where investment will be focused to make sure routes connect directly and safely.





As set out on pages 6 and 7, the focus of Ealing's Mini Holland initiative is its Metropolitan Town Centre and the area around it. The potential for a large number of journeys in this area, and through it, to be undertaken by bike is huge, not least to and from the town centre shops and services, the railway station, and between homes and schools, and just visiting friends. These two pages look at new cycle infrastructure on routes approaching the centre, with pages 18 and 19 covering schemes within the centre itself. On pages 22 and 23, we then set out our Ealing Biking Schools Hub initiative.

The plan alongside illustrates the range of types of scheme that the Council proposes to implement – most of them being localised measures to remove barriers that currently discourage cycling along what would otherwise be considered attractive routes. Going clockwise from the top left, the measures illustrated are: (A) de-cluttering and widening Barnes Pike, and designating it as a shared use pedestrian and cycle route, in association with the major Ealing Film Quarter redevelopment alongside – enabling this historic route to form a fully-functioning part of the Stanmore-to-Thames cycle 'Quietway' that the Council and its partners has been developing for several years; and (B&C) improvements to the junction between one of the cycle routes across Ealing Common and the Uxbridge Road/The Mall, just west of the North Circular, especially to make the right turn onto The Mall much safer. The initial proposal to upgrade The Mall itself as a busy cycle route is illustrated on page 20.

Other proposals include: (D) improvement of the existing filtered permeability measures on The Grove to make it easier to cycle through; (E) a new foot/cycle bridge over the Piccadilly Line between Church Gardens and Olive Road, replacing the narrow bridge where cyclists are currently required to dismount; and (F) comprehensive reconfiguration of the junction between Northfield Avenue, Mattock Lane and Dean Gardens, with a new section of separated cycle track leading to a new Toucan crossing, replacing the existing Pelican (to the south) that is on no pedestrian or cycle desire lines.





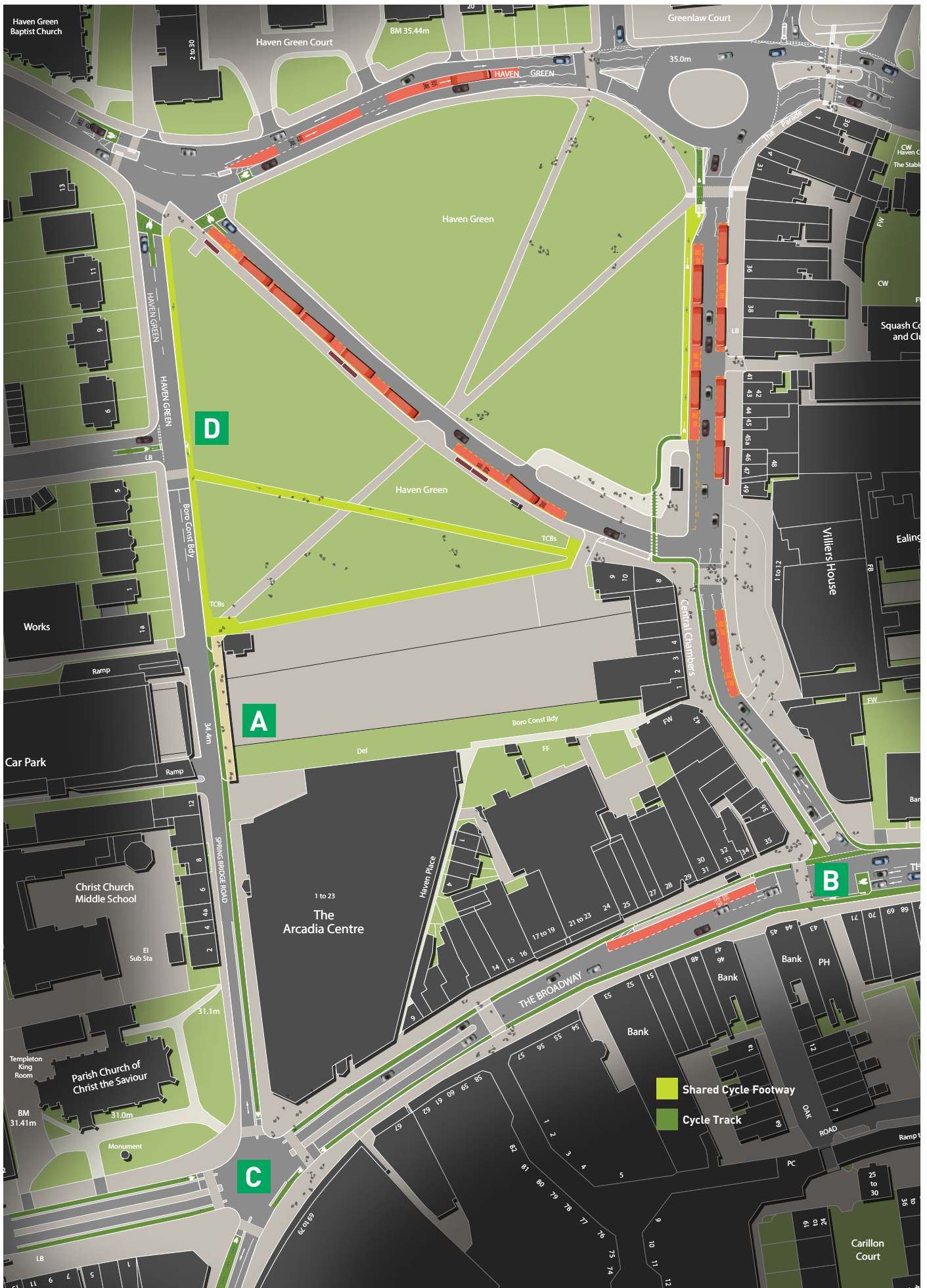
Our overall approach to cycling within the town centre is to make two-way cycling possible on all streets wherever possible, including where, without the Mini Holland funding, it would be considered impossible. We are thinking not just in relation to the trips generated by the existing centre, but also new trips generated in relation to the arrival of Crossrail and major new developments at various stages of delivery, from Dickens Yard, to the Ealing Film Quarter, to the Arcadia Centre.

Many busy streets within the centre are relatively narrow, and currently run under one-way operation. These include Springbridge Road and the west side of Haven Green (northbound), the east side of Haven Green and the Broadway (southbound past the station), High Street (southbound) and Bond Street (northbound). By introducing protected contra-flow lanes, cycling will become both much more convenient (more direct routes) and safer. The carriageway narrowing and with-flow cycle lanes associated with these measures will also encourage slower motor traffic speeds.

Significant construction works will be needed to enable this, including a new pedestrian bridge to be built alongside and east of the existing Springbridge Road bridge over the mainline (A), which is too narrow to permit comfortable and safe passage of pedestrians and cycles in both directions. The existing east-side footway will then be widened and become the separated southbound cycle track. Signification reconstruction of the junction of The Broadway and The Mall (B) will also be required, to the same end. The junction of The Broadway with High Street and Springbridge Road (C) will also need to be reconfigured, not least in association with new contra-flow cycle routes on both the latter; while the junction between the route across Haven Green, Haven Green west side, and Gordon Road (D) will also need to be changed, incorporating a Toucan crossing.

The central section of The Broadway, the busiest part of the centre, with cyclists passing through, pedestrians crossing, and buses, servicing and general traffic also in the mix is currently a street that shows Ealing at far from its best. It will be transformed, to include protected cycle lanes in both direction as well as comprehensive de-cluttering. Our initial proposal is illustrated on page 21.

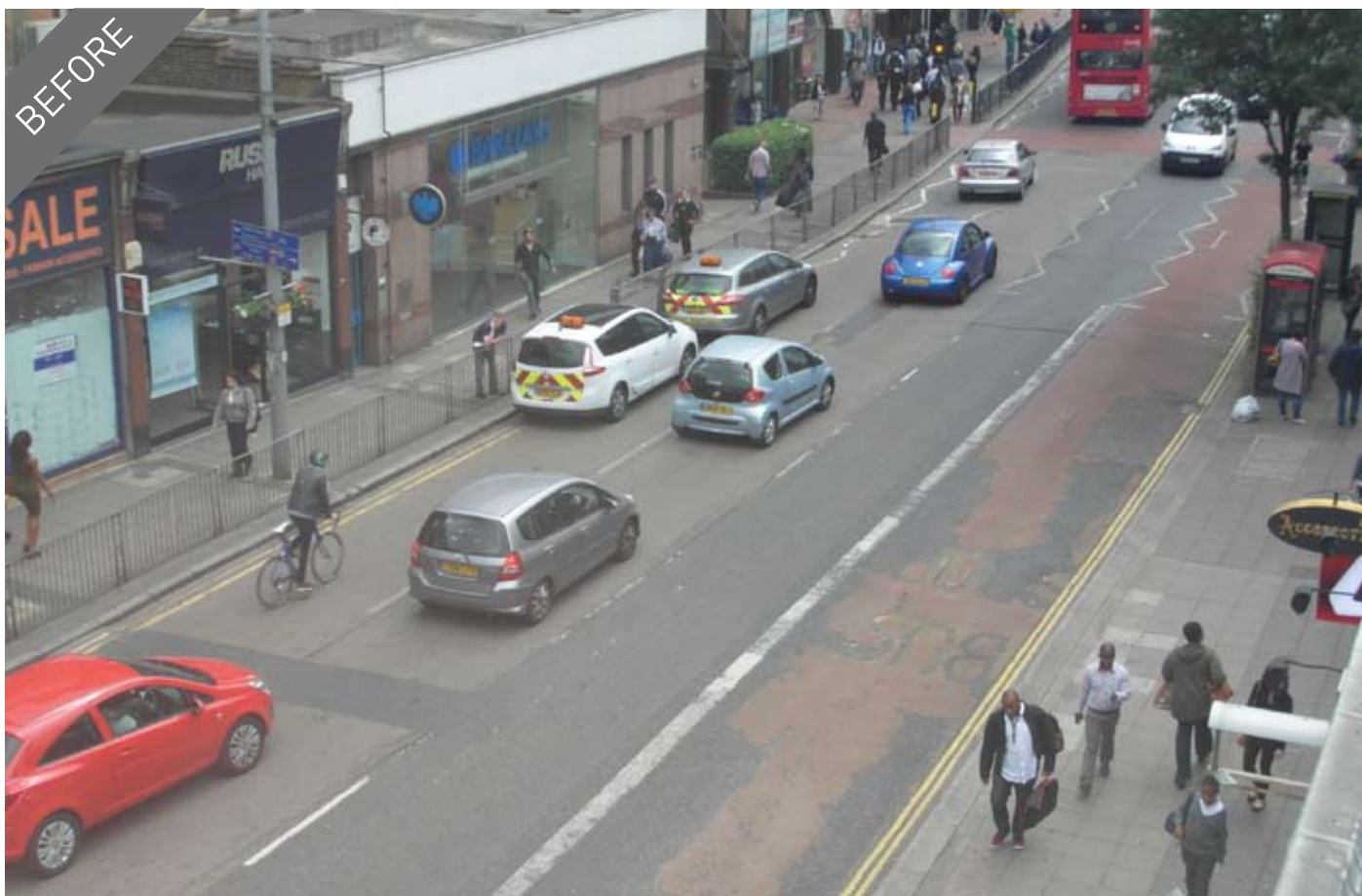






The Mall, looking west from near the North Circular towards Ealing Town Centre: reusing existing, unnecessary and inefficiently used carriageway to create a protected cycle track to link with the existing separated track just beyond the bus stop. The bus stop itself is lightly used. The existing eastbound protected cycle track (on the north side of The Mall) will also be improved.





The centre of Ealing Broadway, west towards the junction with High Street: reallocating existing carriageway space - again inefficiently used at present - to create new, protected bike lanes in each direction. Removal of guard-railing will widen effective footway widths. Details of layout at eastbound bus stop will encourage cyclists to slow and create safe space for boarding and alighting passengers.



We are creating a Biking School Hub with six Ealing Broadway schools to promote cycling as a means of school travel and help reduce a significant issue of school congestion in the area. The schools are:

Primary phase – North Ealing Primary, Christ the Saviour Primary, St Gregory’s Primary, Montpelier Primary.

Primary and Secondary phases– St Benedict’s School.

Secondary phase – Notting Hill and Ealing High School.

St Gregory’s was the first school to start the programme in March 2013. St Benedict’s is starting in September 2013 and the other four schools would start in the following years.

The Biking School Hub programme involves:

- A dedicated cycle trainer/coach visiting the school one day a week for to run an intensive programme for the first year: running activities and preparing the school to take over and run the programme themselves
- The whole school receiving age-appropriate cycle training.
- Two staff members trained as Bikeability Instructors.
- Expanded cycle storage for pupils and staff.

To support the Biking School Hub ‘soft’ measures, there would be physical improvements to cycle routes between the schools and both Ealing Broadway and principal local catchments areas. These would be improvements that help all cyclists but in particular support cycling for children to school. Key routes would be those along Eaton Rise, Castlebar Road, Castlebar Hill, Montpelier Avenue, Montpelier Road and Mount Park Road.

St Gregory’s has been running as a Biking School for four months. At the start they had just one cyclist; by June, the average number of cyclists was 110 - over 15% of the pupil roll. The whole school has received age-appropriate cycle training and every Wednesday cycling activities take place all day.

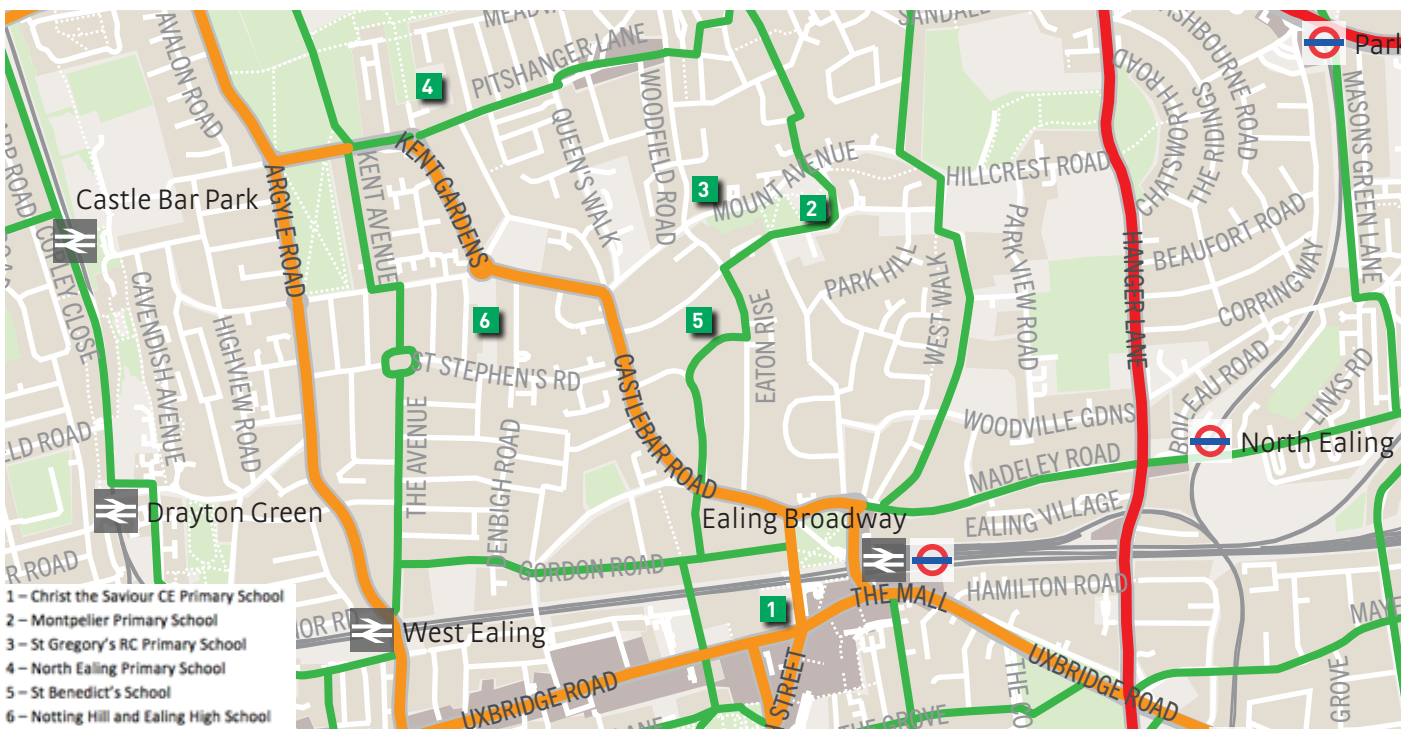
Budget:

- St Gregory’s - (650 pupils) £70k
- St Benedict’s – (1100 pupils) £130k
- North Ealing – (700 pupils) £100k
- Montpelier – (650) - £100k
- Christ the Saviour – (1000 pupils) £130k
- Notting Hill and Ealing High School – (900 pupils) £120k
- Cycle route engineering measures to support the hub - £350k

Thus, to roll out the programme to all Hub schools would cost a total of around £1m (approximately £10 per month per child, excluding engineering measures.)

Activities include:

Whole school cycle training	Trips to cycling venues (velodrome, BMX track)	KS4 pupil volunteering/DofE/ Cadets/Work experience
BMX displays and clubs	After school bike clubs	Prizes for pupils for cycling in every week
Dr Bike/ Bike security marking	Bike monitors (assist co-ordinator)	Family activities; rides, fun days, training
Pool bikes/ Bike swap and sales	Classroom content and lesson plans - Connections with art/maths/science/ health days	Feeder rides to Secondary Schools, University and places of work
Balance bike training	Full week of activities in Bike Week (Rollapaluza, bike try out)	Assemblies/Inspirational speakers
Become a British Cycling club	Train secondary pupils as assistant instructors	Weekend away trips – Mountain biking. School holiday programme



EALING-SOUTHALL QUIETWAY

A Quietway between Ealing and Southall – the borough’s two main town centres – is one of our highest Mini Holland priorities. The Uxbridge Road is the most direct route, a historic road along which the 207 and other frequent bus services run. However, it is busy with motor traffic and, despite featuring many sections of street called Broadways, is often short of space at critical points. The Quietway runs parallel to and south of the Uxbridge Road, and is quite direct enough to be attractive for cycling by all. Much of the route is already quiet, but there are a number of specific locations where the environment for cycling is comparatively hostile, and our work to deliver the Quietway will focus on transforming these weak links, as well as ensuring excellent wayfinding.

Improvements to locations at the eastern end of the route were previously discussed in the ‘Around Ealing’ section (see pictures B, C, D and F on pages 16-17). Picture A on this page shows the existing bike gate on Mattock Lane that allows for two-way cycling but just one way (westbound) general traffic. Further west, beyond the proposed new Toucan crossing of Northfield Avenue, the Quietway runs through Dean Gardens (B) and then through residential streets, including Oaklands Avenue where there is filtered permeability. Improvements to the crossing of Boston Manor Road (C) will be made, from where the route follows the vehicular dead end of Trumpers Way until it gets to the Brentford branch of the Grand Union Canal. Here, a new cycle ramp is required to replace the existing steps (D), to allow the Quietway to run along the towpath (E) and onwards to Southall via Havelock Road.



WARREN FARM QUIETWAY; IRON BRIDGE; ACTON & SOUTHALL ROUNDABOUTS; NEW CYCLE HUBS

At the west end of Trumpers Way (which is a cul de sac for motor vehicles), an unstaffed level crossing over the little-used freight-only Brentford Branch Line (A) provides access to a rough footpath enabling ramblers to head north and west into an area of sports pitches and horse stables known as Warren Farm. Improvements to the level crossing, and new paths across Warren Farm and then along Windmill Lane will create a Quietway connecting the communities of Hanwell and Norwood Green.

To the north is the 'Iron Bridge' junction on the Uxbridge Road (B). This is a notorious pinch-point, hostile to cycling and with narrow footways on both sides designated for shared use. The bridge also creates a generally forbidding environment. Mini Holland funding is needed for the major engineering works necessary to enable attractive cycle tracks to be created, to connect the areas to east and west, and repair this damaged link on one of Ealing's main Directways.

Elsewhere, we are pursuing cycle-friendly roundabout designs. At the Uxbridge Road/Steine Road junction in Acton (C), we already have the conversion of the large signalised to a roundabout in hand. In Southall, we propose upgrading two roundabouts on Merrick Road (D) to Dutch standards. This is a busy road, but needs to form a part of an attractive cycle connecting the Havelock Road section of the Ealing-Southall Quietway with Southall Broadway, via a proposed new foot/cycle bridge over the railway (see page 27).

Following on from the success of the Ealing Broadway Station bike hub, we will pursue a programme of installing similar hubs at other stations through the borough. An illustration of the current proposal for North Acton is shown (E).

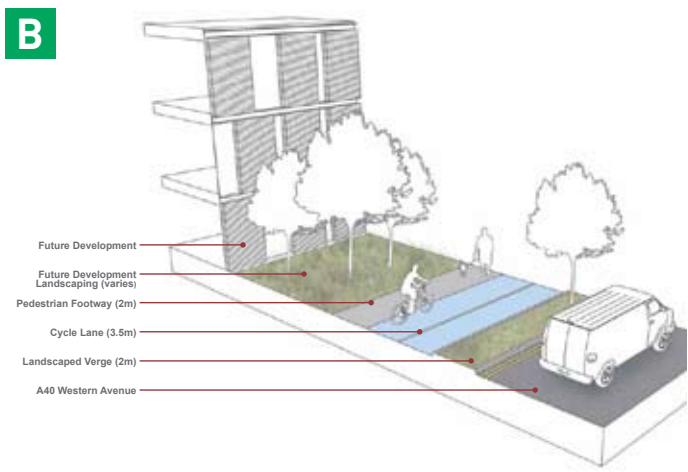


A40 EXPRESSWAY; HANWELL-SOUTHALL QUIETWAY

The A40 Western Avenue is a dual carriageway running west-east through the northern part of the borough, with the section in Ealing being around 12km long. A key highway artery, it is part of the Transport for London Road Network. It currently features long sections of off-carriageway shared foot/cycle ways, but these are often relatively narrow (A) and, despite relatively low volumes of both, conflicts between people and foot and on bikes are already commonplace. There is huge scope for improvements that would release its full potential as a commuting Expressway, both longer-distance and for people cycling to and from the major employment sites alongside, like Park Royal. It would form the western extension of the Mayor's 'bike Crossrail' initiative.

Working with TfL, we propose to begin the transformation of the A40 as a cycling corridor at the eastern end of its run through Ealing. The A40 Cycle Lane Concept Design study, commissioned by TfL, has recently reported and this shows how better cycle tracks could be delivered between Savoy Circus and Kathleen Avenue (part of a proposed Quietway) in association with the redevelopment of a series of adjacent sites (B). Work will include dealing with problem junctions for cyclists, like that at St Dunstan's Avenue/Friary Road (C).

The Hanwell-Southall Quietway is a more local route, running north of the Uxbridge Road corridor (with the Ealing-Southall Quietway running to the south). It will be both direct and very pleasant to cycle along. The eastern section of the route runs through parkland across the River Brent (D), and the reconfiguration of its junction with Greenford Road (E) would resolve the current weakest link and connect with the western section, which runs almost exclusively along 20mph residential roads.



BRENT BRIDGE UNDERPASS; WEST EALING & SOUTHALL FOOTBRIDGES; & 'PROJECT AUTO'

This page features a number of localised barrier-breaking projects to release the potential of Quietways. The underpass of the bridge that carries the Uxbridge Road over the River Brent (A), just east of Ealing General Hospital, regularly floods (B) because the old pump fails. The alternative route across the main road at surface level is indirect and hard to signalise, due to existing installations close by on either side. A new pump and other improvements are needed to allow the completion of a Quietway between Greenford and south Hanwell, parallel to and west of the busily-trafficked Greenford Avenue.

Exploiting existing local redevelopment opportunities, and with match funding from them, we propose to replace the existing, poor quality footbridges over the Great Western railway just west of West Ealing station (C) and just east of Southall station (D). The former lies on a north-south Quietway from Castle Bar Park to West Ealing, and the latter on a Quietway connecting the northern and southern parts of Southall, parallel to and east of the constrained route via South Road and The Green. At West Ealing, the opportunity is the arrival of Crossrail and the changes to the station and its surrounding urban realm. At Southall, the opportunity also relates to Crossrail, but also includes proposals for the comprehensive redevelopment of adjacent sites.

Finally, the image shown as E presents 'Project Auto', a proposal under development by the team who designed the Ealing Broadway Station Bike Hub (See also p.29). It applies the latest information technology to secure public bike parking. 'Hire bike technology for your bike' is just another way in which Ealing is innovating for cycling, and we are committed to keep doing so.



Ealing's approach to encouraging cycling by means additional to the provision of on-street infrastructure goes far beyond traditional 'soft' or 'Smarter Travel' initiatives. It is 'hard' both in extending the work we have carried out for a decade in building social infrastructure among actual and potential cyclists, and also in physical elements such as home parking. The approach is based on our award-winning programme of Direct Support for Cycling (DSC).

CORE PROGRAMME

Our proposal is now to allocate £660K per annum for 3 years on new initiatives (total around £2m), with match funding of £200K pa from DSC, plus a contribution from a strong Schools and Smarter Travel programme. This £660K total annual figure would be committed to a range of different initiatives as indicated below.

a) Residential Cycle Parking (£250K pa)

Ealing has more experience than any other borough in providing home cycle parking provided: BikeAway and Bikebunker lockers, a special parking room on one estate, simple stands, and SMILE brackets. Mini Holland funding would help us provide 500 new parking spaces per year (half of these at homes), making a total of 1,500 more securely parked bikes.

b) Provide Subsidised Winter-Wear (£25K pa)

This covers the provision of £40 "Keep Riding in Winter" vouchers redeemable in local bike shops to 150 adults who have cycle training in the winter months. This is in order to address the problem of the 1/3 fall in cycling in winter.

c) Extend the Dr Bike Programme (£15K pa)

Ealing has the most extensive programme of Dr. Bikes in the UK, with around 65 events and over 1,000 cycles checked each year. We would extend this with another 30 annual events to check around 400 extra cycles and point people to the other services carried out by our Bicycle Support Team.

d) DSC 'Gold Standard' Pilot (£280K total)

This innovative plan is to pilot a scheme to run over three years for 200 residents, favouring those on low incomes and/or with disabilities or health problems. Over 3 years, £1,400 per client would be allocated to: cycle training; monitoring outcomes; a GPS system to check bicycle use; second-hand or refurbished bike purchase; clothing/accessories; home bike parking; and maintenance classes.

e) Extend Adults, Families and Non-Schoolchildren Cycle Training (£40K pa)

Each year, we train about 350 individuals in adult, family and non-schoolchildren one-to-one or family group training. This is fully subscribed with minimal publicity. We anticipate the Mini Holland initiative stimulating a doubling of demand. Our training provider, Cycle Training UK, recently carried out a survey of people who have received cycle training outside of the schools cycle training programme. The results show a dramatic effect in increasing the amount of cycling done after receiving the training, and incates that Ealing is a market leader in this area.

f) Extend GP Referral and Southall Asian Communities Outreach Programmes (£25K pa)

LB Ealing has run programmes of GP referral, the Southall Women's Cycle Club social rides and supported the SACA charity ride. These can be extended with additional expenditure in Southall, Ealing Broadway and Acton.: 5 extra GP referral schemes and 5 extra Southall.

g) Publicity, Dissemination & Training (£25K pa)

Evidence of effects of all the above initiatives should be collected and publicised, including in high profile conferences, seminars etc. Funds should also be made available to train providers such as those cycle instructors who currently make up LB Ealing's Bicycle Support Team.

ADDITIONAL INITIATIVES

Apprentice Bike Workshop

In partnership with Get More Bikes, we propose to establish a pilot Bike Workshop in Ealing Broadway. This will provide the following core services: cycle repair and maintenance; bike loan; affordable refurbished bike sales; DIY bike maintenance classes; and cycle mechanic apprenticeship training. Facilities provided will be: secure bike parking; free pump and basic tool use; low-cost basic spares and essentials; and information about cycle initiatives and events. We consider the cost of this initiative is likely to be in the order of £700K (£500K for lease of the workshop unit over 8-10 years) plus £200K for kitting out and equipment/start-up costs.

‘Project Auto’ (See page 27 and the panel below)

PROJECT **auto** H.B. ADVANCED COMPACT CYCLE PARKING WWW.HBDESIGNS.CO.UK



Ealing Council has an excellent track record of project delivery, including past and ongoing Major Schemes funded by Transport for London. We are confident that we can also rise to the challenge of delivering the large number and wide variety of projects encompassed by this Mini Holland bid. On this page, we set out our initial estimate of the cost of

BOROUGH WIDE		COST
Southall North-South Quietway	Southall Cycle Bridge - New cycle and pedestrian bridge (over-rail) to provide cycle facilities to connect Southall Quiet Way	£4m
	Merrick Road - Provision of Dutch-style cycle facilities at roundabouts (2x)	£500k
Southall - Ealing: Quiet Way	Grand Union Canal - Upgrade of canal towpaths to provide high quality cycle and pedestrian link	£500k
	Trumpers Way - Provision of ramped access to Grand Union Canal towpaths	£500k
	Junctions Improvements - To improve priority and safety (incl. Boston Road, Northfield Avenue)	£500k
Warren Farm: Quiet Way	Windmill Lane - Improvements to on/off-street cycle links to provide high quality cycle and pedestrian link, including level crossing upgrade	£500k
Hanwell - Southall: Quiet Way	Improvements - Provision of cycle infrastructure at links / junctions to improve priority and safety (incl. Lady Margaret Road, Greenford Road/Windmill Lane, Greenford Avenue)	£1m
Barrier-Breakers	River Brent Underpass - Improvements to underpass to prevent flooding and allow continuous access beneath Uxbridge Road	£500k
	South Ealing Cycle Bridge - Widened bridge (over-rail) to provide cycle facilities to improve connections to Quiet Ways	£1.5m
	West Ealing Foot/Cycle Bridge - new cycle crossing east of West Ealing Station	£2m
	Iron Bridge - Bridge span widening to provide segregated cycle / pedestrian facilities and additional eastbound traffic lane to improve safety and remove major congestion pinchpoint	£5m
Western Avenue (A40): Express Way	Improvements - Upgrade of existing and provision of new cycle infrastructure to improve cycle priority and safety	£4m
North Circular Road (A406): Express Way	Improvements - Upgrade of existing and provision of new cycle infrastructure to improve cycle priority and safety	£1.5m
Hanger Lane Gyratory	Improvements - Infrastructure improvements to enhance cycle priority and safety at and on the approaches to the gyratory	£1m
TOTAL		£23m

the different elements of our proposal, under three categories. For the ongoing 'Additional Measures', we have estimated costs based on expenditure over a period of three years.

EALING BROADWAY: TOWN CENTRE		COST
The Broadway - Provision of segregated cycle infrastructure & urban realm improvements between High Street and The Mall		£2m
The Mall - Provision of segregated cycle infrastructure & urban realm improvements between The Broadway and North Circular Road		£2.5m
New Broadway j/w High Street - Junction improvements to enable two way cycle flows on Spring Bridge Road and High Street		£500k
The Broadway j/w The Mall - Junction improvements to enable two way cycle flows on The Broadway to the station and cycle hub		£500k
Spring Bridge Road - Provision of new pedestrian (over rail) footbridge to enable two-way cycle flows		£1.5m
Spring Bridge Road - Provision of contra-flow cycle lane & urban realm improvements between Haven Green and New Broadway		£250k
Broadway - Provision of contra-flow cycle lane & urban realm improvements between The Mall and Haven Green		£500k
High Street - Provision of contra-flow cycle lane & urban realm improvements between Mattock lane and New Broadway		£1.25m
Ealing Green - improving cycle link between Mattock Lane and The Grove		£500k
The Grove/Mattock Lane - improvements to this section of the quietway		£500k
TOTAL		£10m

ADDITIONAL MEASURES		COST
Ealing Broadway Biking Schools Hub	See details on page 22	£1m
Core Programme of Additional Measures	Combination of measures described on page 28, over three years	£2m
Apprentice Bike Workshop	See details on page 27	£700k
HGV Safety Software		£100k
New Cycle Parking Hubs	Costs for Greenford, Southall and Acton Mainline	£1m
'Project Focus'	See pages 27 & 29	£250k
Wayfinding	Borough-wide wayfinding improvements to clearly sign key routes, especially designated Quietways	£1m
TOTAL		£5.05m





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