

A CYCLING STRATEGY FOR WANDSWORTH TO 2020

1 INTRODUCTION

- 1.1 This document is Wandsworth Council's cycling strategy to 2020. It sets out the case for supporting more people to cycle more often in and through the borough.
- 1.2 The context for the strategy is set by the Council's overall transport plan which was revised in October 2011 with approval of the second Local Implementation Plan (LIP) related to the Mayor of London's Transport Strategy (MTS). The Mayor subsequently published his Vision for Cycling in London (March 2013) which has brought with it new funding to promote and enable more cycling. In addition, the Council has recently taken over public health responsibilities from the NHS. All of these have implications for cycling and provide an opportunity to take a fresh and comprehensive look at cycling in Wandsworth.
- 1.3 The LIP includes substantial support for cycling. The Council has in recent years helped contribute to increased cycling through improving highway conditions, increasing cycle parking, and by promoting cycling, including through direct provision and financial support of cycle training, cycling events and school travel plans. More people switching to bicycle from private car has many advantages including lower emissions of harmful pollutants (e.g. NO₂ and particulate matter), reductions in greenhouse gases (CO₂), and reductions in traffic congestion. This is reflected in two of the LIP's objectives:
- to facilitate a higher proportion of travel by sustainable transport modes including walking and cycling; and
 - to improve the quality of the environment including improvements to air quality and reductions in transport CO₂ emissions
- 1.4 Recent trends and the need to encourage sustainable travel options have influenced the decision to bring forward the LIP target to increase the cycling mode share. In the approved LIP, the target for cycling was for mode share to increase to 7.0% of all trips by 2031, from the 2008/09 baseline of 2.7% of trips. The 7.0% target was brought forward to 2026 as agreed by the Executive in 2013.
- 1.5 The health basis for supporting cycling is also strong. Research quoted by TfL¹ estimates that the average life expectancy of people who swap from using a car to riding a bicycle on a regular basis will increase by 3 - 14 months because of the physical activity benefits. This far outweighs any reductions to life expectancy from inhaling air pollution (0.8 - 4 days lost) or road traffic injuries (5 - 9 days lost), although it is

¹ *Improving the Health of Londoners*, TfL (February 2014)

noted that Wandsworth has higher than average levels of road casualties and air pollutants. More people cycling rather than driving will also reduce the production of levels of harmful emissions inhaled by the general population.

- 1.6 An increased focus on cycling is likely to have a positive impact on physical activity levels and would support the objectives of the Active Wandsworth Strategy 2011-2016, for example by integrating physical activity into everyday life (e.g. cycling to work).

Objectives and Vision Statement

- 1.8 There are three core objectives to the Council's cycling strategy:
- to increase cycling mode share
 - to make cycling safer
 - to normalise cycling as an everyday mode choice.

- 1.9 These objectives lead in turn to the strategy vision statement:

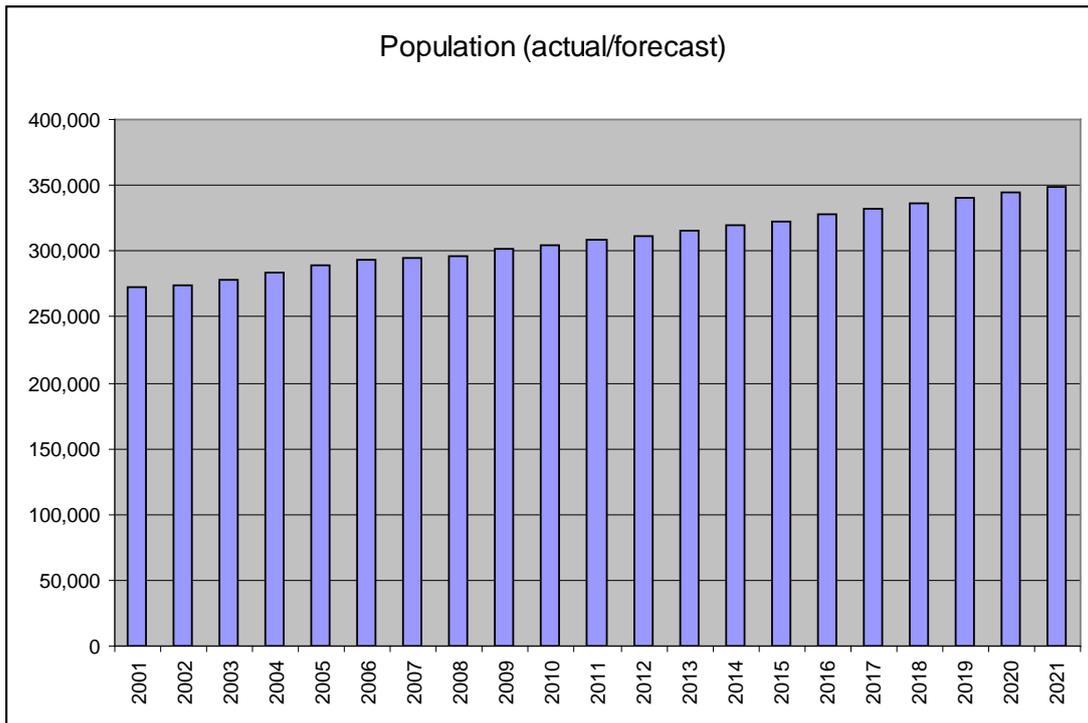
A Borough where people increasingly choose to cycle and where cycling is championed as a great way to travel.

- 1.10 Despite many achievements in recent years there is still a long way to go before this vision is met. This strategy aims to put the processes in motion to work towards the vision.
- 1.11 The strategy has been finalised following consultation from July to September 2015 and will be subject to annual review as described in section 7.

2 TRENDS

- 2.1 Demographic changes and transport trends support the case for getting more people to cycle in Wandsworth.
- 2.2 Figure 2.1 shows Wandsworth's population since 2001 (actual) and looking forward to 2021 (forecast). It can be seen that the population has grown significantly and this trend is expected to continue.

Figure 2.1 – Population of the London Borough of Wandsworth by Year



- 2.3 A growing population means more trips being made on the transport network. Census data for Wandsworth can be used to look at transport mode share trends since 2001. This data is set out in Figure 2.2 and Table 2.1 below.

Figure 2.2 – Transport Mode (Journey to Work) – Census 2001 and 2011

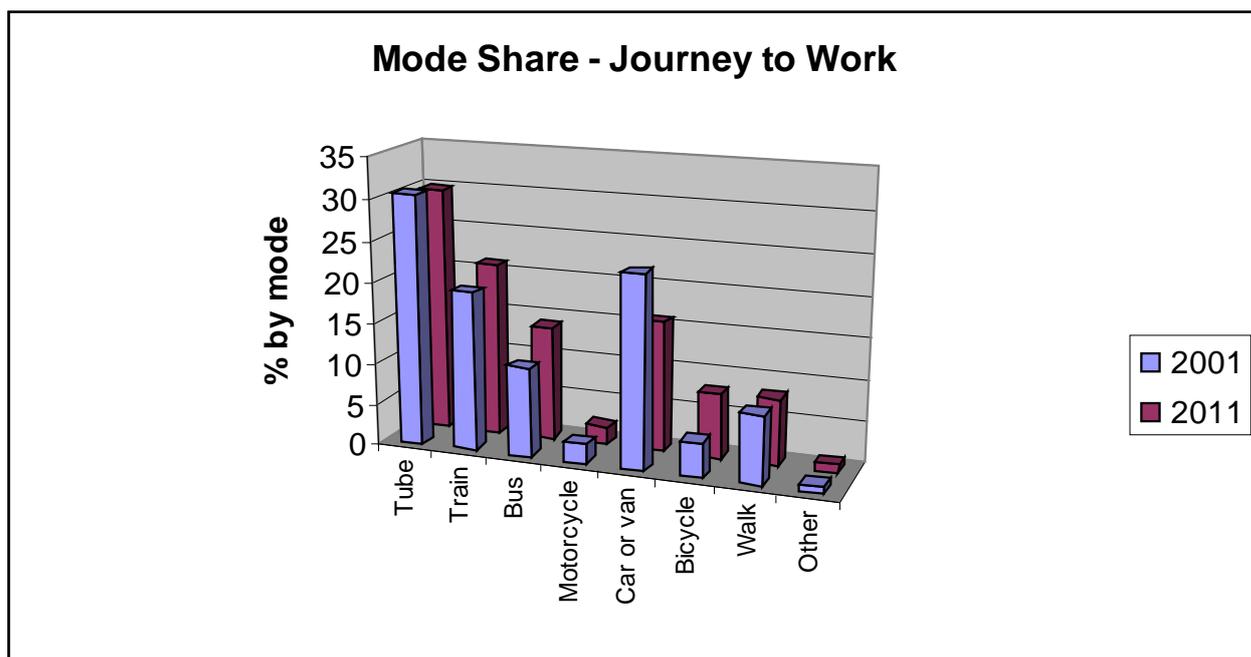


Table 2.1 Transport Mode (Journey to Work) – Census 2001 and 2011

Main Mode	% by mode in census year	
	2001	2011
Tube	30.5	29.8
Train	19.4	21.1
Bus	10.9	14.0
Motorcycle	2.4	2.2
Car or van	23.4	16.0
Bicycle	4.2	7.9
Walk	8.3	8.1
Other	0.8	0.9

2.4 The census only asks about trips made to workplaces. Data collected by TfL from the London Travel Demand Survey (LTDS) covers all trips made in the course of a day. Because it is based on relatively small sample sizes, data at borough level is usually collated over three years. Table 2.2 summarises changes in mode share from the LTDS in the period since the 2011 census.

Table 2.2 – Mode Share (all trips) from London Travel Demand Survey

	Trips/day (000)	Rail	Tube/DLR	Bus/ Tram	Taxi/Other	Car/ Motorcycle	Cycle	Walk	All Modes
2008/09 to 2010/11	572	7%	6%	19%	1%	33%	3%	30%	100%
2011/12 to 2013/14	678	8%	7%	15%	2%	33%	4%	32%	100%

Three-year average data showing the mode share for London residents for trips originating in each borough, from TfL's London Travel Demand Survey.

- 2.5 Taken together, the data above point to there having been a decline in mode share by car since 2001, with the main increases in mode share being by public transport modes and by bicycle.
- 2.6 Despite the fall in car driver mode share up to 2011, it should be remembered that this is against a growing number of trips being made in the borough (see Table 2.2). Census data on car ownership indicates that despite a fall in car ownership per household between 2001 and 2011 (from 0.77 to 0.69 cars per household), the total number of cars in the borough has remained broadly the same at around 89,000.
- 2.7 Looking ahead, the additional trips made by Wandsworth's growing population will need to be accommodated. However:
- The road network is largely constrained, and more travel by car or van would lead to more congestion, delay, pollution, parking pressure
 - Bus investment by TfL has stabilised and no significant new mileage or capacity is planned
 - Some significant rail and tube plans will affect Wandsworth (e.g. the Northern Line Extension to Battersea) but these will only serve some parts of the borough
 - Walking levels are broadly stable and already account for a large number of daily trips; the scope to increase walking is limited to a degree by the length of different types of trip, e.g. most trips of a mile or more are not routinely walked.
- 2.8 Comparing 2011 Journey to Work Mode share data for London boroughs shows Wandsworth to have the fifth-highest cycling mode share, above the inner London average of 7.2%. The highest mode share for an outer London borough was Richmond-upon-Thames (6.7%). Considering all trips made in an average day, using the latest LTDS data, cycling is still at a very low mode share across London but Wandsworth's data is comparable with other inner London boroughs.

Table 2.3 – Cycle Mode Share – Inner London Boroughs

Inner London Borough	Cycling Mode Share	
	Journey to work (2011 Census)	All trips (LTDS 2011/12- 2013/14)
Hackney	15.4%	7%
Islington	10.1%	5%
Lambeth	8.5%	5%
Hammersmith & Fulham	7.9%	3%
Wandsworth	7.9%	4%
Southwark	7.7%	5%
Camden	7.1%	4%
Tower Hamlets	7.0%	4%
City of London	5.8%	4%
Kensington & Chelsea	5.4%	4%
Westminster	5.3%	3%
Haringey	5.2%	3%
Lewisham	4.1%	2%
Newham	1.7%	1%

2.9 The evidence outlined above points to cycling as being a significant opportunity for mode shift in Wandsworth, and further growth in cycling would be in line with recent trends.

2.10 Cycling is:

- Relatively cheap (for the user and transport authorities)
- Suitable for many trips that are not walkable (e.g. longer distance journeys)
- A viable alternative for many car or public transport trips, so can
 - o reduce crowding on public transport
 - o relieve congestion on roads
- An active travel mode that also meets health, physical activity and air quality objectives

2.11 This strategy aims to support people in choosing to cycle.

3 WHAT DO WE KNOW ABOUT CYCLISTS AND NON-CYCLISTS?

TfL attitudes survey

3.1 TfL undertakes annual research into attitudes towards cycling. Some key points from the latest published report² are summarised in Table 3.1. These are not listed in order of importance.

Table 3.1: Observations from TfL's Attitudes Towards Cycling report 2013

	Research Findings	Observations
1	<p>18% of Londoners cycle</p> <p>87% of Londoners can ride a bike (even in the 65+ age group it is 75%)</p> <p>53% of Londoners have access to a bike in their household</p>	<p>The potential market for cycling is quite large and straddles age groups; but access to a bike could be better.</p>
2	<p>On average cyclists tend to be younger and live in ABC1 households</p>	<p>This tends to match the demographics of Wandsworth, pointing towards a large potential pool of cyclists in the borough.</p>
3	<p>Concerns about safety are the most commonly mentioned deterrent to increasing or taking up cycling</p> <p>Safety concerns are the main reason cited by Londoners for their children not cycling to school</p> <p>90% of Londoners feel cyclists are vulnerable to other road users and only 29% feel it is a safe way of getting about</p>	<p>Safety concerns are the key barrier to cycling.</p> <p>Improved safety and perception of safety will be necessary to overcome these fears.</p> <p>The best way to improve perception is to actually improve safety.</p>
4	<p>84% of Londoners who can ride a bike learnt to do so by the age of 10 and only 2% after teenage years</p>	<p>Cycle training is a vital tool; adult training is also required to catch those who have missed out.</p>
5	<p>Most people have a break from cycling at some point for more than a year</p>	<p>There are people with potential to be "welcomed back" to cycling.</p>

² *Attitudes towards cycling*, TfL (annual report 2013)

	Research Findings	Observations
6	Among bike owners 64% maintain their bike and most do so themselves	Good maintenance can aid cycle safety. There is scope for more people to do this themselves and to be trained how to do so.
7	Main motivations for cycling more are getting fit/maintaining fitness and desire to save money; this is true for both cyclists and non-cyclists	These could be used as triggers in cycling campaigns/promotional activity.
8	Some negative views of cyclists remain e.g. cyclists are not generally viewed as considerate or law-abiding. The views of cyclists are largely in line with non-cyclists on these issues. Most cyclists have undertaken some 'inadvisable' behaviour at some point. E.g. cycling on pavement (50%), cycling through red lights (29%), cycling without lights after dark (17%). Only a very small proportion of cyclists never do these things	The "problem cyclist" is a phenomenon that appears to be accepted by cyclists as well as non-cyclists. This is supported by data reported by cyclists themselves. There is a need to effect a change in behaviour towards safer and more considerate cycling.
9	Around half of cyclists rate as poor or very poor: - availability of cycle lanes - security of bike when left - safety of cycling - availability of cycle racks near their home	There is room for improvement in all these areas.
10	89% of regular and 75% of occasional cyclists feel safe cycling in traffic, but these figures fall to 47% and 33% when cycling on busy roads	Cycling in traffic is not generally viewed as a major problem except on busy roads. There is a need to provide for cycling on routes that meet the needs of different people.
11	23% of Londoners are aware that Councils offer cycle training to adults	This figure is quite low. Better methods could be considered to publicise the training that is available.
12	A quarter of regular cyclists have had their bike stolen in the last couple of years but only half reported it to police	Promote/encourage reporting of theft and bike security marking so that recovered stolen bikes are reunited with their owners.

	Research Findings	Observations
13	8% of cyclists never lock their bike when they leave it and 7% only do so sometimes.	Promote/encourage better use of locks. Provide better/more secure cycle parking.
14	Nearly half of Londoners are put off cycling by concerns about bike theft.	There is a need to address this barrier if cycling is to become more commonplace.

TfL market segmentation

- 3.2 An individual's propensity to cycle is not universal across London, or across Wandsworth. A broad range of factors influence someone's propensity to cycle, including:
- their demographic profile
 - proximity to and availability of other modes, e.g. public transport
 - proximity to destinations (e.g. jobs)
 - geographic reasons (e.g. hills).
- 3.3 TfL has undertaken extensive research into Londoners' propensity to cycle. A range of demographic and other data has been used to classify the London population into seven discrete market segments as described in Table 3.2. Although this research pre-dates the 2011 census it is still considered useful for analysing the likelihood of people in Wandsworth to consider cycling. The approach assigns one segment type to all the households in an individual postcode. Inevitably it is a simplification, but it gives a general idea of the relative likelihood of people considering or taking up cycling in well-defined geographical areas.
- 3.4 The "cycling index" is a representation of the relative propensity to cycle, with an index of 100 indicating an average propensity to cycle. An index of 140 – as for the "Urban Living" segment – indicates this segment is 40% more likely to cycle than the average Londoner. A postcode classified as "Urban Living" can be expected to generate 4.6 times as many cycling trips as a postcode of comparative population classified as "Comfortable Maturity" (cycling index of 140 compared to cycling index of 30).
- 3.5 Analysis of TfL's data for Wandsworth has been undertaken and the results are also shown in Table 3.2.

Table 3.2 – TfL Cycle Market Segmentation

Segment	Description	% of London population	% of Wandsworth households	Cycling index
Urban Living	<p>The prime target for cycling, particularly cycling for a purpose. Tend to be quite young, well educated and reasonably well-off.</p> <p>Have busy lifestyles and usually live close to town / city centres.</p> <p>Many choose to live without a car.</p>	23	60	140
Young couples & families	<p>Fair prospects for cycling because car ownership is quite low, they are of a prime age for cycling and many have young children who are likely to be exposed to cycling initiatives at school. On the other hand, finances are likely to be tight, and ethnic background is not necessarily aligned with a cycling culture.</p>	15	9	113
High earning professionals	<p>Well educated and affluent, with many working in large multinationals. Tend to use personal rather than public transport.</p> <p>Men in this segment are a good prospect for cycling to work, though female High earning professionals present more of a challenge</p>	11	12	106
Suburban lifestyle	<p>Tend to be on around average income and to be heavily reliant on car (in part as a consequence of living away from a town centre).</p> <p>Men in this segment are far more likely than women to be interested in cycling.</p> <p>Cycling for leisure is as likely as cycling for purpose.</p>	17	4	102

Segment	Description	% of London population	% of Wandsworth households	Cycling index
Hard pressed families	Poor prospects for cycling, in part possibly due to bigger concerns over family finances, with ethnic background also possibly being a factor. Those that live in inner city flats and tower blocks (a significant proportion) could also have problems with bike storage.	21	13	85
Manual trades	One of the least attractive prospects for cycling, largely due to a social influence which seems to be linked with the manual occupations which dominate this segment. Unlike most other segments, men are hardly more likely to cycle than women.	5	0	42
Comfortable maturity	Not generally in scope for cycling due to their age. Tend to be reasonably well off, with some time available, and live in more suburban areas near parkland, so there may be some potential for off-road leisure cycling.	8	3	30

3.6 From the above it can be seen that Wandsworth has a much larger proportion of households with a relatively high propensity to cycle, with 60% being in the most favourable segment (Urban Living) compared with just 23% for London as a whole. Some 85% of Wandsworth households fall into the “above average propensity” segments.

3.7 A more detailed ward-by-ward breakdown of Wandsworth (Table 3.3) provides further illustration of where some of the best opportunities for promoting and increasing cycling lie. Wards have been ranked from left to right in order of propensity (weighted according to cycling index, e.g. every household in the Urban Living segment is weighted 4.6 times more heavily than a household in the Comfortable Maturity segment).

Table 3.3: Wandsworth Wards ranked by relative propensity of residents to cycle (increasing propensity from left to right)

Percentage of households assigned to dominant market segment for that postcode area	Roehampton and Putney Heath	West Putney	Latchmere	St. Mary's Park	Queenstown	West Hill	Furzedown	Wandsworth Common	Southfields	Tooting	East Putney	Thamesfield	Balham	Nightingale	Earlsfield	Graveney	Northcote	Fairfield	Bedford	Shaftesbury	Boroughwide
Urban Living	4	27	46	42	49	46	28	67	73	49	74	74	78	81	73	52	89	91	89	88	60
Young Couples & Families	22	8	2	5	3	13	39	4	3	27	0	0	2	0	13	32	0	0	1	9	9
High Earning Professionals	9	31	2	29	11	13	5	26	7	0	24	24	17	13	0	0	9	4	6	1	12
Suburban Lifestyle	2	8	0	4	2	10	17	1	1	8	2	2	1	2	4	13	0	0	0	0	4
Total % in "above average" propensity segments	37	75	49	80	64	82	90	98	84	84	99	100	99	96	89	96	98	96	96	99	85
Hard Pressed Families	49	14	47	19	34	15	3	0	12	16	0	0	0	3	9	4	2	2	4	1	13
Manual Trades	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Comfortable Maturity	13	10	4	0	2	3	7	2	4	0	0	0	0	1	0	0	0	2	0	0	3
Total % in "below average" propensity segments	63	25	51	20	36	18	10	2	16	16	1	0	1	4	11	4	2	4	4	1	15
% cycling to work (census 2011)	5.1	7.8	7.2	10.3	9.1	5.3	7.6	10.2	7.7	4.5	7.6	9.3	8.4	8.9	6.9	5.9	9.5	8.1	7.5	9.6	7.9

- 3.8 The above suggests that Wandsworth has an excellent starting point for increasing levels of cycling, as most Wards show a relatively high propensity for cycling. But there are distinct differences across Wards, with those in the north and west of the borough tending to show less propensity than those elsewhere.
- 3.9 Meanwhile, some Wards with a relatively high propensity to cycle (e.g. Graveney) have a relatively low cycling mode share for the journey to work, while in other cases (e.g. St Mary's Park) the opposite is true. This demonstrates the range of factors influencing mode choice as suggested in paragraph 3.2.
- 3.10 This data will be used further to develop targeted programmes to encourage more cycling, but some initial conclusions are:
- measures to promote, encourage or enable cycling may have very different impacts in different wards.
 - if the greatest increase in cycling is to be achieved, measures should be targeted at those wards where the analysis suggests the population has greatest propensity to cycle.
 - but there are other reasons for targeting other demographics/wards (e.g. physical inactivity/obesity; lack of alternative modes)

4 BARRIER ANALYSIS

- 4.1 So far in this document it has been outlined how increasing cycling mode share can help accommodate trips by Wandsworth's growing population; that recent trends show cycling mode share to be growing; that people have a range of attitudes towards cycling; and that Wandsworth's population generally has a relatively high propensity for cycling, though this is not uniform across the borough.
- 4.2 However, some of the content of Table 3.1 and Table 3.2 illustrates there are many barriers to people taking up cycling, or increasing the amount of cycling they already do.
- 4.3 Safety concerns are cited as the key barrier to cycling, hence it is useful to analyse data on road traffic casualties. Table 4.1 shows year-by-year data on casualties in Wandsworth since 2000. They include casualties on the Transport for London Road Network as well as casualties on borough roads.
- 4.4 It can be seen that despite having achieved a great reduction in total road casualties over the past decade or so, the number of cyclist casualties has risen significantly. Most of this increase has been in slight casualties. While this is against a backdrop of increasing numbers of cycling trips, as outlined in section 2, the net result is that cyclist casualties are an increasing proportion of the total number of casualties (all modes). In recent years cyclists have made up around a third of all killed or seriously injured (KSI) casualties, compared with just 10% ten years ago.
- 4.5 From this, it is clear that actions to improve safety for cyclists will not only help reduce fears associated with cycling – the main single barrier to getting more people to cycle – but it will be a major component in continuing to reduce road traffic casualties across the borough, in particular KSI casualties.
- 4.6 Table 4.2 summarises some key barriers to cycling, including safety concerns, and what can be done to overcome them. Actions to be taken forward as part of the strategy are collated in section 6.

Table 4.1: Road Traffic Casualties in Wandsworth

	Calendar Year													
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
ALL MODES slight casualties	1273	1218	1235	1026	1053	860	771	749	775	812	922	946	1013	904
ALL MODES serious casualties	178	203	168	138	142	117	127	164	110	114	99	108	104	94
ALL MODES fatalities	9	6	6	10	8	4	7	2	6	6	3	4	5	5
ALL MODES total casualties	1460	1427	1409	1174	1203	981	905	915	891	932	1024	1058	1122	1003
ALL MODES KSI	187	209	174	148	150	121	134	166	116	120	102	112	109	99
CYCLISTS slight casualties	151	139	153	142	150	124	137	129	142	182	208	235	266	255
CYCLISTS serious casualties	19	21	18	10	18	27	17	38	22	23	30	23	30	35
CYCLISTS fatalities	0	1	0	2	1	1	0	0	2	0	0	0	0	0
CYCLISTS total casualties	170	161	171	154	169	152	154	167	166	205	238	258	296	290
CYCLISTS KSI	19	22	18	12	19	28	17	38	24	23	30	23	30	35
CYCLISTS AS:														
% of total casualties	12%	11%	12%	13%	14%	15%	17%	18%	19%	22%	23%	24%	26%	29%
% of total serious casualties	11%	10%	11%	7%	13%	23%	13%	23%	20%	20%	30%	21%	29%	37%
% of total fatalities	0%	17%	0%	20%	13%	25%	0%	0%	33%	0%	0%	0%	0%	0%
% of KSI	10%	11%	10%	8%	13%	23%	13%	23%	21%	19%	29%	21%	28%	35%

Table 4.2 – Key Barriers to Cycling

Barrier	Details	Actions to help address barrier
<p>Safety concerns</p> <p><i>See Table 3.1 row 3.</i></p>	<p>Poor driver behaviour</p> <p>Severe danger from HGVs</p> <p>Safety of existing routes used by cyclists</p> <p>Improve cyclist route choice</p> <p>Training</p>	<p>Driver-cyclist awareness programmes</p> <p>Training/advice for cyclists and drivers</p> <p>Promote and adopt safer lorries standards e.g. Freight Operators Recognition Scheme (FORS)</p> <p>Construction Management Plans</p> <p>Support time/route restrictions on HGVs</p> <p>Review routes and provide better conditions for cycling</p> <p>Adopt London Cycle Design Standards</p> <p>Consider areas where cycling is not currently permitted but could safely be allowed – e.g. some parks, contraflow on selected one-way streets, removing some banned movements</p> <p>Create and promote new types of route e.g. Quietways using less busy roads</p> <p>Improve publicity about the different types of routes available</p> <p>See next row in table.</p>

Barrier	Details	Actions to help address barrier
<p>Ability to ride a bike</p> <p><i>See Table 3.1 row 4.</i></p>	<p>Children</p> <p>Adults who did not learn to ride in younger life</p> <p>People of all ages who lack confidence riding in London</p> <p>Confidence-building</p>	<p>Cycle training through schools</p> <p>Cycle training for adults</p> <p>Cycle training refresher/confidence courses</p> <p>Led rides for different groups including for families</p>
<p>Fear of bike theft</p> <p><i>See Table 3.1 row 14.</i></p>	<p>Cycle parking at home</p> <p>Cycle parking on-street</p> <p>Cycle parking at workplaces</p> <p>Security advice</p>	<p>Ensure cycle parking is provided for new residential property, through planning conditions/obligations</p> <p>Support the retro-fitting of cycle parking in other residential property</p> <p>Improve parking availability and security</p> <p>Ensure cycle parking is provided for new workplaces, through planning conditions/obligations</p> <p>Promote/improve cycle parking and security through workplace travel plans</p> <p>Bike security marking sessions</p> <p>Provide advice on locks and keeping bikes secure</p>

5 FUNDING

- 5.1 Before setting out proposed actions to be taken forward under this strategy it must be recognised that there are funding implications. Dedicated transport funds allocated by TfL are subject to competing demands, while Council resources in general are under increasing pressure. Funds for cycling cannot be a bottomless pot. However, the transport case for supporting cycling indicates that investment in cycling will benefit other road users too. Mode shift to cycling can reduce crowding on public transport and relieve congestion on roads, while also providing health, physical activity and air quality benefits.
- 5.2 Accordingly, the Council has set out in its Local Implementation Plan (LIP) delivery plan to TfL a significant investment in cycling, supplemented by additional successful bids to the Mayor's Borough Cycle Programme (BCP).
- 5.3 The main funds allocated directly to cycling are shown in Table 5.1. Other areas of Council or LIP funding will also aid cycling though these are not listed here. For example, the Council's highway maintenance programme improves road surfaces and repairs potholes that are impediments to safe cycling; highway schemes developed through the LIP will also assist and encourage cycling by creating better conditions for cycling, e.g. provision of more 20mph limits in areas where residents want them. Support for other Mayoral programmes such as the development of Quietway routes in the borough is also provided by TfL.

Table 5.1 – Dedicated Cycle Funding (£000)

Project	Funding Source	2015/16 (confirmed)	2016/17 (proposed)
Cycle Training – includes adults and children	LIP	60	60
	BCP	8	8
Cycle Parking – includes in public places as well as residential parking	LIP	30	30
	BCP	30	30
Safer Urban Driver Training – for HGV drivers etc.	BCP	6.6	6.6

Project	Funding Source	2015/16 (confirmed)	2016/17 (proposed)
Cycle Grants for schools – to support school-based cycle projects	BCP	6	6
Led cycle rides	Council	2.4	2.4
Staff resource to support BCP cycling projects	BCP	33	33
Sustrans Bike-It Plus Officer support for selected borough schools	BCP (NB Bike It Plus funding goes directly from TfL to Sustrans)	34	34
Mitcham Lane corridor cycle and public realm improvements	LIP	100	100
Cycle route improvements	LIP	300	300
Cycle promotion	LIP	20	20
Cycling on parks, commons and open spaces – consideration of where cycling may be permitted, including consultation with residents and users of spaces	LIP	50	50

6 STRATEGY ACTIONS

- 6.1 The information set out so far has been used to develop some key actions to be taken forward in the strategy. These actions are not intended to be exhaustive, and other activity to support cycling will continue in the background. The intention is to build on what has already been done to help achieve the increase in cycling in recent years, while also recognising there are areas where things could be done better, in particular to overcome some key barriers to cycling.
- 6.2 In some cases the Council can use its influence to affect others, and this is not ignored, but the focus is on things within the Council's direct control rather than actions that would require a third party or central Government response, such as legislative change. .
- 6.3 Actions have been set under four headings:
- Infrastructure
 - Planning
 - Help to Cycle
 - Awareness.
- 6.4 Funding sources indicated in section 5 are shown for each action.

Infrastructure

- 6.5 It has been seen earlier that there are different types of cyclists who require different types of routes for cycling; and that safety of routes is a key concern.
- 6.6 The Council has already been working with partner organisations to deliver better cycle routes, including
- Cycle Super Highways – direct, fast, clear wayfinding/easily recognised, on main roads, suitable for confident cyclists
 - Quietways – direct, on quiet roads and in green spaces, clear wayfinding/easily recognised, suitable for less confident cyclists
 - Borough Cycle Routes – routes that are signed for cyclists, on a mix of busy and less-busy roads.
- 6.7 Routes that are designed specifically for cyclists offer improved safety, which may result in a decrease in the number of cyclists involved in collisions. Well signed/easily recognised cycle routes also help to raise awareness of cycling amongst the wider community, and such routes may also encourage more people to take up or return to cycling.
- 6.8 To further improve route choice for cyclists, the Council has approved consultation for contraflow cycling on ten one-way streets. Other banned movements or cycle prohibitions will be reviewed in future

ACTION P1: Provide cycle parking for new developments

Ensure cycle parking is provided for new developments in line with minimum standards as required by Policy DMT2 of the Local Plan (Development Management Policies Document).

FUNDING: Developers TIMESCALE: Ongoing.

ACTION P2: Secure travel plans

Ensure developers produce and implement travel plans that support cycling in line with Policy DMT1(b) of the Local Plan (Development Management Policies Document).

FUNDING: Developers TIMESCALE: Ongoing.

ACTION P3: Secure construction management plans

Ensure developers produce and implement construction management plans in line with Local Plan Core Strategy Policy IS1.

FUNDING: Developers TIMESCALE: Ongoing.

Help to Cycle

- 6.16 Not having access to a bike is the most basic barrier to cycling, and nearly half of Londoners are in this position (Table 3.1). The Council has invested along with TfL in bringing the Mayor's Cycle Hire Scheme to the borough, giving people the opportunity to try cycling first before investing in their own bike. Over its first year in Wandsworth there were 600,000 docks and hires made in the borough. The Council will continue to promote the scheme and add new docking stations funded by developers where possible.
- 6.17 For those who do have their own bike, keeping it well-maintained is essential for safe cycling. The Council provides free Dr Bike sessions across the borough, enabling people to receive a quick "health check" for their bike from a qualified mechanic. Free bike maintenance classes are also offered to help people look after their own bikes.
- 6.18 Table 3.1 indicates that security fears are a barrier to cycling, but many people don't give themselves the best chance of keeping their bike safe by locking it correctly, or by ensuring it is registered with the Police. Better cycle parking (see Action I8 and Action P1) should help improve security, but there is also a need to publicise and promote better use of locks and better parking practice as well as bike security marking. The Council will continue to do this as part of public events, in co-operation with the Metropolitan Police.
- 6.19 Cycle training is a vital tool; the Council provides free training to anyone who lives works or studies in the borough, to give them the skills to cycle safely and with confidence. Cycle training for children is provided through schools in Years 5 and 6 and in school holidays for older children. More than 1,000 children a year now receive training,

double the number five years ago. Adult training is also offered, helping to boost confidence of people returning to cycling or to give new skills to people who did not learn to ride earlier in their lives (see Table 3.1).

- 6.20 As well as training, the Council offers free monthly led cycle rides to help boost riding confidence. Routes are led by experienced, fully qualified Ride Leaders and use quieter back roads instead of busy main roads. Other led rides run by local groups will also be promoted.
- 6.21 Schools are a particular focus for cycling activity. As observed in Table 3.1, 84% of Londoners who can ride a bike learnt to do so by the age of 10. If cycling is to continue growing in Wandsworth, future generations of cyclists need to be given the tools and encouragement to start and continue cycling. The Council uses its School Travel Plan programme to engage with schools and students to promote cycling, both at junior and secondary school level. Training provided at year 6 is particularly useful to give children independent travel skills before they move up to secondary schools, when journeys between home and school are typically longer and less likely to be made on foot. Initiatives promoted through School Travel Plans include TfL's cycle grants for schools, curriculum resources, theatre in education and "Bike It Plus".

ACTION H1: Promote and expand Mayor's Cycle Hire scheme

The Council will promote use of the Mayor's Cycle Hire scheme and will work with developers to expand the existing scheme.

FUNDING: LIP/Developer TIMESCALE: Ongoing.

ACTION H2: Provide support for bike maintenance

The Council will provide free Dr Bike maintenance checks at public events and will offer free bike maintenance classes.

FUNDING: LIP TIMESCALE: Ongoing.

ACTION H3: Promote and encourage better bike security

The Council will provide advice on secure cycle parking at public events and will support the Metropolitan Police in providing bike security marking.

FUNDING: LIP TIMESCALE: Ongoing.

ACTION H4: Provide Cycle Training

The Council will provide free cycle training for people who live, work or study in the borough. Training will be offered to children and adults and will cover a range of abilities.

FUNDING: LIP/BCP TIMESCALE: Ongoing.

ACTION H5: Provide and promote led cycle rides

The Council will run and promote a series of monthly led cycle rides and will promote other led rides arranged by external groups or organisations.

FUNDING: Council/LIP TIMESCALE: Ongoing.

ACTION H6: Encourage cycling through school travel plans

The Council will use its School Travel Plan programme to encourage and enable cycling to and from school.

FUNDING: LIP

TIMESCALE: Ongoing.

Awareness

- 6.22 The behaviour of different road users, including cyclists themselves (see Table 3.1), is sometimes problematic. Poor driving may cause danger to cyclists, while irresponsible cyclists can cause danger to themselves or danger and distress to others such as pedestrians. The Metropolitan Police are responsible for enforcing traffic law, including offences committed by drivers that put cyclists in danger, and offences committed by cyclists such as riding on the footpath or through red lights. On commons and open spaces (parks, recreation grounds, cemeteries and play areas) the Council's Parks and Events Police are responsible for enforcement of cycle tracks and footpaths. The Council will work with the Police and other agencies to encourage safe and responsible cycling, and safe and responsible use of routes by all road users.
- 6.23 The interaction of HGVs with cyclists is a particular area of concern. Collisions involving cyclists and HGVs tend to be more serious and life-threatening for the cyclist than those involving other road users. The Council will continue to support activities aimed at reducing conflict between HGVs and cyclists, including membership of and promotion of the Freight Operator Recognition Scheme, providing Safer Urban Driver training to HGV drivers, and promoting the Metropolitan Police's "Exchanging Places" events in which cyclists are made more aware of blind-spots and danger areas around larger vehicles.
- 6.24 As indicated under the Infrastructure actions above, the Council is seeking to improve cycle routes in the borough. In order to make best use of the network, and recognising that different types of cyclists have different desires, the Council will promote and publicise cycle routes. The cycle skills network audit referred to earlier will be used to assist in this action.
- 6.25 Earlier sections of this document noted that different types of people have different attitudes towards cycling and different propensities to cycle. The Council will develop and implemented targeted campaigns to promote cycling in the borough, using market segmentation data summarised in section 3. Specifically, a campaign is being developed in 2015 co-ordinating cycle promotion in areas of lower physical activity and public health deprivation.
- 6.26 Many elements of this strategy continue existing areas of work that the Council has been involved in for some time. However, it should be

7 TARGETS, MONITORING AND REVIEW

- 7.1 To monitor success of the strategy it will be reviewed annually, with the first review in Spring 2017 covering the calendar year 2016. Progress will be reported against each action, along with supporting data, for example:
- No. of people receiving cycle training (children and adults)
 - Amount of cycle parking implemented
 - No. of people completing bike maintenance classes
 - No. of people receiving Dr Bike support
 - No. of people on led rides
 - No. of developments approved with cycle parking
 - No. of docks/hires at cycle hire docking stations in the borough.
- 7.2 Stakeholders will be invited to contribute to the annual review, including groups representing cyclists and pedestrians.
- 7.3 Two headline targets for the cycling strategy have derived from those approved in the LIP targets review undertaken in 2013. LIP targets are statutory ones agreed with the Mayor of London.
- 7.4 The long-term LIP mode share target for cycling as measured by the LTDS is 7% of all trips by 2026. This implies a mode share of 6% by 2020 (average of 2018-2020 data).
- 7.5 The LIP does not include modal targets for road casualty reduction but there is an overall target to reduce the number of people killed or seriously injured from the 2004-2008 baseline of 137 people killed or seriously injured to 92 or fewer by 2020 (average of 2018-2020³) representing a reduction in KSI casualties of one-third. However, as noted in Table 4.1 the absolute number of cyclist KSI casualties has increased in recent years. In the 2004-2008 baseline years there were 25 cyclists killed or seriously injured on average, but by 2011-13 the average had risen to 29, despite an overall reduction in KSIs for all modes (107 on average for 2011-13). Hence, the overall trend in KSIs is on track to meet the LIP target, but cyclist KSIs have been rising against this trend. It is considered appropriate to set a cycling strategy target to reduce cyclist KSIs by one-third by 2020, taking account of actions to improve the safety of cycling as outlined in this strategy.
- 7.6 The following specific actions are anticipated to contribute to improved safety and casualty reduction:
- ACTION I2: Adopt London Cycle Design Standards
 - ACTION I3: Permit Cycling more widely
 - ACTION I4: Implement Quietways
 - ACTION I5: Implement Borough Cycle Route improvements

³ Three-year average data is used.

- ACTION I6: Implement 20mph limits
- ACTION I7: Maintenance of Cycle Routes
- ACTION P2: Secure travel plans
- ACTION P3: Secure construction management plans
- ACTION H4: Provide Cycle Training
- ACTION H6: Encourage cycling through school travel plans
- ACTION A1: Improve road user behaviour
- ACTION A2: Reduce conflict between cyclists and HGVs
- ACTION A3: Provide better cycle route information.

7.7 The cycling strategy targets and trajectories are shown in Table 7.1. Note that the targets relate directly to the first two objectives listed on page 2.

Table 7.1 –Cycling Strategy Targets (3-year average data)

	2011-2013	2012-2014	2013-2015	2014-2016	2015-2017	2016-2018	2017-2019	2018-2020
% Cycling Mode Share (all trips - from LTDS)	4	4	5	5	5	5	5	6
Cyclist KSI Casualties (absolute number)	29	28	26	25	24	23	21	20

8 CONTACT DETAILS

- 8.1 Any questions or comments about this strategy should be emailed to transportation@wandsworth.gov.uk or call (020) 8871 8871.