

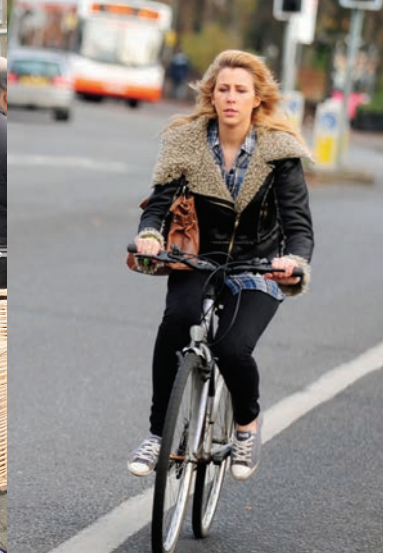
Draft Cycling Strategy November 2013



Royal Greenwich Draft Cycling Strategy

**Setting out Royal Greenwich's aspirations
for cycling in the Borough to 2026**

This strategy shows how we will work towards achieving our vision of 'more cycling, more often and even more safely' in Royal Greenwich, ensuring that cycling contributes to our growth, anti-poverty, public health and transportation priorities.



1. Introduction

- 1.1 This cycling strategy aims to provide a clear vision and strategic framework to support cycling in a coherent way that links to current corporate priorities, at a time when the Royal Borough is experiencing (and will continue to experience) significant growth and development. The strategy aims to create a cycling environment which will benefit the Royal Borough as a whole.
- 1.2 It is part of the co-ordinated process by which the Council will manage and influence investment in cycling in support of the wider corporate priorities.
- 1.3 The strategy is informed by the vision for regeneration and growth, the need to address poverty and improve public health and the recognition that an integrated transport strategy, that includes cycling, can play in supporting that vision.

The strategy is structured as follows:

- Context and rationale for developing a cycling strategy
 - The cycling vision
 - Strategic (cycling) objectives
 - Components of the strategy
 - Communications
 - Funding
 - Phasing
 - Action Plan
 - Targets
- 1.4 There is an urgent need for the Council to adopt a coherent cycling strategy in order to build on work that has taken place in recent years in a way that ensures that opportunities to improve the overall well-being of all those living, working, visiting and investing in the Royal Borough can be seized.

2. Context & rationale

- 2.1 The following paragraphs set out the links and dependencies between the development of the cycling strategy, and the other relevant strategies of the Council.
- 2.2 Growth Strategy
- 2.3 The Council's Growth Strategy brings together the vision for regeneration, planning, property, tourism and transport. This includes

the promotion of strategic transport links to promote inward investment, business competitiveness and growth with a particular focus on the four master-plan areas. Increased opportunities for cycling, both through infrastructure and behaviour change programmes, seeks to address the connectivity challenges across the borough as well as creating an environment which meets the needs of existing and future businesses and residents.

2.4 Anti-Poverty Strategy

- 2.5 In addition to the Growth Strategy, the Council has a clear vision for tackling poverty in Royal Greenwich and identifies strategic priorities that are both dependent upon and complement the strategy for sustainable growth in the Borough. The overarching aim is to ensure that all the Borough's residents are able to take advantage of opportunities for improving the quality of their lives. The vision seeks to reduce poverty and improve the life opportunities of people living in the Borough, with an emphasis on supporting communities and individuals to raise their own aspirations to become more resilient and better equipped to overcome the barriers to success and prosperity that they face. Increasing physical activity through increased opportunities for walking and cycling is complimentary to this Strategy with a particular focus on improving the social, environmental and economic determinants of health in the Borough, e.g. reduce obesity in children and young people, reducing air pollution and CO2 emissions in the Borough.

2.6 Public health priorities

- 2.7 In June 2013, the Council agreed a further set of key priorities which included a review of the public health priorities. Public health has a key role to play in a number of Council priorities and likewise the Council's own services contribute significantly towards public health. The Council is currently seeking to align the commissioning strategies for public health alongside those of the Council and the potential to increase cycling opportunities represents an element of this agenda.

2.8 Transport Strategy

- 2.9 The Royal Borough's Transport Strategy is essentially set out in the Local (Transport) Implementation Plan (LIP) which has been drawn

up to support the remainder of the Council's strategies. Essentially the LIP sets out how the Council will support the delivery of the local priorities in the context of the Mayors Transport Strategy (MTS), primarily utilising funding allocated each year through TfL.

2.10 The current LIP was agreed in 2010, and the associated delivery plan covers the 3 year period to 2013/14. It includes the Royal Borough's proposals across a range of areas including road accident prevention schemes, traffic calming (20mph zones), road safety education & training, cycling, walking and road maintenance. The LIP delivery plan for 2014/15 to 2016/17 has been compiled by the Council and was submitted to TfL for approval in October 2013.

2.11 The LIP delivery plan cycling component outlines, in detail, the cycling schemes and initiatives that will be delivered utilising the LIP funding available from TfL, to meet the Borough's targets for increasing cycling. Recognising the limitations of LIP funding, the cycling component is essentially focussed on the shorter term and does not provide a longer term vision for cycling in the Royal Borough in the context of the wider Council agenda. Similarly because the LIP funding arrangements are, in part, divorced from arrangements and opportunities connected to the Mayors "Vision for Cycling" the LIP does not describe how cycling in the Royal Borough could be increased utilising all the funding opportunities that may now be available in a joined up way.

2.12 Cycling Best Value Review

2.13 Following the (2010/11) Best Value Review (BVR) into cycling ("Expanding Cycling Capacity and Facilities in Royal Greenwich") the Council agreed to accept an improvement plan recommended by the BVR panel. The BVR improvement plan recommended a number of actions against the following 5 key objectives:

1. Increase council commitment to cycling
2. Increase promotion of cycling to increase awareness of, and access to, cycling
3. Improve & expand cycling facilities
4. Increase provision for leisure & utility cycling
5. Improve safety and make cycling accessible to all

2.14 Summary

2.15 Accordingly, a cycling strategy is needed to:

- (a) Provide a framework within which an increase in cycling can be supported, through a combination of infrastructure improvements and promotional activity, in a way that is clearly linked to and supports the corporate growth and anti-poverty agenda.
- (b) Provide a framework against which different schemes and initiatives can be prioritised for funding (particularly TfL funding) and implementation
- (c) Set out the Royal Borough's modal share targets in relation to cycling
- (d) Set out the mechanism for reporting progress on delivery of the strategy

3 The cycling vision

3.1 Royal Greenwich's vision for cycling in the Borough is for 'more cycling, more often, and even more safely'. That vision flows through this strategy and associated objectives, actions and targets.

4 Strategic objectives

4.1 This cycling strategy has been developed around the following key objectives:

1. That the strategy should support the regeneration and growth agenda by prioritising improvements in cycling infrastructure (routes and facilities) that would provide improved access to employment opportunities,
2. That the strategy should support the anti-poverty agenda by prioritising the improvements to cycling infrastructure and projects that would improve awareness of and access to, cycling so as to provide improved links to employment opportunities and services,
3. That the strategy should support improvements in road safety for cyclists and other road users,
4. That the strategy should support improvements in public health through a focus on behaviour change,
5. That the strategy should contribute to a reduction in (per capita) CO emissions through increases in cycling as an integral part of the Greener Greenwich agenda

5 Components of the strategy

5.1 Our strategy is to seize all available investment opportunities to support our vision of ‘more cycling, more often, and even more safely’ in a focussed and integrated way that is based on two delivery components.

5.2 The two components are:

- The identification and implementation of proposals to provide ‘more and better cycle routes’,
- The identification and implementation of proposals to ‘encourage more and safer cycling’.

5.3 Component 1 – “more and better cycle routes”

5.4 More and better cycle routes will be provided through the development of a network of high quality, clearly signed routes across the Royal Borough which will give priority to improving connectivity to/from and within growth areas and key transport hubs.

5.5 The network will combine direct (improved) routes on the existing main road network and “quiet-way” routes for less confident cyclists along quieter roads and through open spaces.

5.6 Initially, a comprehensive review will be undertaken to identify in a ‘grid’ of east-west and north-south routes for development or improvement. This grid network will be comprised of two key elements:

- i. Routes that utilise existing main corridors to provide direct desire lines for cyclists – ‘Primary Cycle Networks’. Whilst these main corridors will principally be on larger roads which necessarily cater for more vehicles, the proposal will be to separate cyclists from motorised traffic wherever practicable. We will aim to install these cycle tracks where road widths are suitable without significantly compromising parking or development. As these corridors are more direct and quicker alignments for cyclists, infrastructure provision should separate cyclists not just from vehicles but from pedestrians as well, avoiding ‘shared use’ treatments where possible. A comprehensive route appraisal study for each main corridor will be developed as a first step towards implementation of these schemes

- ii. A network of complimentary parallel ‘Quietways’ routes, building on existing LCN+ networks and the proposed Greenways network, which will assist leisure cyclists and those less confident in using the main corridors. These routes will feature ‘shared use’ facilities for cyclists and pedestrians in places and the use of quieter road links. Where routes also require usage of busier roads, separation from motor traffic will be provided where feasible

5.7 In addition to the Primary Cycle and Quietways networks, a package of smaller-scale improvements will be identified and implemented in collaboration with local stakeholders to form a local network of cycle-friendly neighbourhoods (‘neighbourhood networks’). These will integrate with the wider network and will include:

- Feeder links to the primary network
- Investigating one-way streets to be made two-way for cycling (contra-flow cycle lanes)
- Permeability schemes (including cycle ‘gaps’ and potential road closures for motorised traffic)
- Safe Routes to Schools (including reviews of pavements which may be wide enough for shared-use)
- Safe Routes to Stations (encouraging cycling for short trips to public transport hubs)
- Completion of phased 20mph zone roll out
- Provision of Advanced Stop Lanes and Trixi mirrors at junctions

5.8 These improvements will be both on the highways network and through smaller open spaces, parks or estates. Use of these neighbourhood networks will be supported by the development of detailed local maps showing how the neighbourhood networks integrate with the wider networks.

5.9 We recognise the importance of not just ‘more’ but ‘better’ routes. This will mean ensuring all route improvements meet the London Cycle Design Standards and other best practice. We will ensure that we maintain new (or existing) routes to a high standard and this will be factored into spending plans

- 5.10 All new network improvements will be supported through awareness-raising activities, focussing Active Travel marketing, promotions and initiatives in the areas benefiting from route enhancements. This will encourage use of new and improved cycle infrastructure.
- 5.11 We will work closely with neighbouring Boroughs to ensure clarity, coherence, integration and quality of cycling routes (including LCN+, National Cycle Network, Thames Path and Greenways) that cross Boroughs in the area.
- 5.12 An important part of this “more and better cycle routes” work stream will be the implementation of new routes through parks and open spaces as part of the Greenways network.
- 5.13 Component 2 - ‘encouraging more and safer cycling’.
- 5.14 We will encourage more and safer cycling by continuing to deliver and improve a range of targeted initiatives to (i) help residents and visitors take up cycling, (ii) improve safety for those who choose to ride and (iii) to foster cycling amongst those who may currently feel excluded from this mode of transport. A key element of this work will be encouraging cycling in a way that respects the concerns and safety of all other road users.
- 5.15 We will give priority to the provision of cycle training for children and adults, led ride programmes, cycle parking improvements that help reduce theft, workplace, school and personalised travel plans, and better marketing/ information/ awareness raising of the benefits of cycling.
- 5.16 We will work closely with health partners and practitioners to ensure the health benefits of cycling are realised as widely as possible. This will also include the development and promotion of facilities and clubs to allow residents of all abilities in the Borough to benefit from cycling.
- 5.17 To help address the disadvantage experienced by residents that do not have access to a bike we will investigate the feasibility of cycle hire initiatives in a format appropriate for the Royal Borough of Greenwich. We will also investigate and support, where possible, schemes to recycle bikes for re-use in the community.
- 5.18 Finally, we will explore potential avenues for getting residents and visitors ‘into’ cycling. This would include initiatives such as the continued use of the Hornfair Park BMX track for pupils as part of the Royal Greenwich School Travel Plan programme, supported up by our schools cycle training scheme.
- 5.19 Summary
- 5.20 In summary the implementation of proposals and initiatives within these two components will ensure that the five key objectives of this strategy will be achieved as follows:
- Objective 1 will be met by developing a network of cycle routes across the Royal Borough which would give priority to improving connectivity to/from and within growth areas and key transport hubs. The network would combine direct (improved) routes on the existing main road network and (“quiet-way”) routes for less confident cyclists along quieter roads and through open spaces.
- Objective 2 will be met through targeted initiatives to encourage those that are currently excluded from cycling, through a lack of awareness or ability, to begin cycling. These initiatives would include the expansion of personalised travel planning, cycle confidence training, access to cycles, support networks for new cyclists and the improvement of facilities within key wards and/or estates.
- Objective 3 will be supported by improving existing, or implementing new, cycle routes with a focus on measures that make cycling safer without compromising the needs of those other road users that are essential for growth and regeneration.
- Objective 4 will be supported by initiatives that link cycling to the “healthy lifestyle” agenda and with a focus on particular target groups. Work in schools and in support of earlier school travel planning work would be important to support this priority.
- Objective 5 will be met through a combination of the projects and initiatives that would support objectives 1-4.
- 6 **Communications**
- 6.1 The successful implementation of this strategy will depend on effective communication. To complement implementation of the strategy we will develop a communications strategy and plan.

6.2 The communications strategy will ensure that residents, businesses, visitors and those seeking to invest in the Royal Borough are able to receive good quality, timely information on cycling options and initiatives.

6.3 The communications plan will be refreshed and updated every year to ensure that it is fit for purpose and meeting requirements at that time - allowing for incorporation of new information channels as appropriate.

7 Funding

7.1 For this strategy to be delivered effectively significant investment must be made to ensure more cycling, more safely, more often happens in Royal Borough of Greenwich.

7.2 Implementation of the proposals outlined within this strategy can only take place with the continued support of Transport for London (through the LIP process and other TfL programmes) and inward investment associated with the regeneration and growth agenda.

7.3 European cities which have successfully increased cycle usage typically spend at least £10 per capita per annum on cycling. Currently investment in cycling in the Royal Borough is of the order of £5 per person per annum. Although this sum is considerably higher than the UK average, it never the less represents a challenge in terms of meeting the vision set out in this strategy.

7.4 In March 2013 the Mayor launched his “Cycling Vision for London”. This sets out his aspirations for implementing a step change in the number of cyclists in London over the next 10 years through improved facilities and promotion. This would be supported by around £300m of additional funding over the 2013/14 to 2016/17 period and around £0.9bn over the 10 year period. The Mayor's vision accepted that a large part of the investment would need to be on the local road network and that London Boroughs would need to identify, develop and implement projects – consistent with the specific priorities and programmes set out in the vision.

7.5 This strategy will provide a framework for securing the additional investment, from TfL through the LIP and in connection with the Cycling Vision for London and from other sources that is necessary to deliver the outcomes described.

8 Phasing

8.1 This strategy is envisaged to be relevant for the next decade. However it is recognised that its successful implementation will be primarily linked to investment through the LIP. Recognising that the LIP operates on a three year cycle it is proposed to implement the proposals set out in this strategy in three phases that are consistent with the LIP cycle. That is:

Phase 1 (2014/15 to 2016/17) – 3 year programme of action

Phase 2 (2017/18 to 2019/20) – 3 year programme of action

Phase 3 (2020/21 to 2022/23) – 3 year programme of action

8.2 Although the strategy will be kept under continual review it is envisaged that a fundamental review will be necessary during 2022/23 to take the strategy through to 2026.

9 Action Plan

9.1 The action plan at Appendix A outlines the proposals that have been prioritised for implementation through the life of this strategy. The action plan describes the proposals that will be implemented, subject to funding, within each of the two components of the strategy (“more and better cycle routes” and ‘encouraging more and safer cycling’).

10 Targets

10.1 The successful implementation of this strategy will be measured by the contribution it makes to achieving the Royal Borough's wider strategic priorities of growth, regeneration, addressing poverty and improving public health.

10.2 Nevertheless it is important that there are specific targets related to achievement of the specific objectives that this strategy is intended to deliver. Those targets are set out in Appendix B.

Appendix A – Cycling strategy - action plan

Appendix B – Cycling strategy - targets

Appendix C - Cycling strategy evidence base



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