


<p>London Borough of Hammersmith & Fulham</p> <p>POLICY & ACCOUNTABILITY COMMITTEE</p> <p>Date: 9 Sept 2019</p>	
<p>SAFER CYCLE PATHWAY AND A4 CYCLE HIGHWAY UPDATE</p>	
<p>Report of the Cabinet Member</p>	
<p>Open Report</p>	
<p>Classification: For information</p>	
<p>Key Decision: No</p>	
<p>Consultation: N/A</p>	
<p>Wards Affected: ALL</p>	
<p>Accountable Director: Bram Kainth, Chief Officer for Public Realm</p>	
<p>Report Author: Richard Duffill, Cycling Officer</p>	<p>Contact Details: Tel: 020 8701954 Richard.Duffill@LBHF.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. This paper seeks to update the Policy and Accountability Committee on progress on the development and engagement for the safer cycle pathway along King Street and Hammersmith Road, and the proposed A4 cycle highway. The report will outline the engagement process proposed to ensure that residents, disabled groups and local businesses are fully engaged in the development of the two routes in a way that will inform the detailed design. The council will then use the feedback to carry out the detailed design in-house.

2. RECOMMENDATIONS

- 2.1 That the committee endorse the proposed engagement plan
- 2.2 That any comments received from the meeting are incorporated into any engagement plans.

3. REASONS FOR RECOMMENDATIONS

- 3.1 To ensure that all residents, disabled groups and local businesses can input into the detailed design for the two routes.
- 3.2 That the council's manifesto commitments are met regarding the use of pedestrian space.
- 3.3 The council's Healthy Streets programme is adopted in developing these routes.
- 3.4 The council has agreed with Transport for London (TfL) that the detail design for the two routes will be carried out by the council, and requires input from its residents, businesses and disability groups to ensure that the designs meet both local aspirations and the council's manifesto.

4. BACKGROUND

- 4.1 The first public consultation on the cycle route, managed by Transport for London, was held between 21 September and 31 October 2017. This indicated support for the proposed route through Hammersmith and Fulham.
- 4.2 In January 2019 Hammersmith council announced that it had agreed with TfL to develop two new cycle routes providing better, safer cycling facilities combined with improvements for pedestrians.
- 4.3 H&F Council agreed with Transport for London (TfL) to build a fully segregated safer cycle pathway running across the borough from Chiswick, down King Street and Hammersmith Road to Kensington Olympia.
- 4.4 The council negotiated with TfL to fund a complementary scheme of improvements to the cycle highway along the A4 to make it ideal for faster and experienced commuting riders.
- 4.5 TfL has also announced it would be dropping the 'Cycle Superhighway' and 'Quietway' names for cycling schemes following feedback that they are misleading.
- 4.6 The council has set itself the aim of making sure all residents – especially children, disabled people and older people - can walk and cycle safely around the borough, ensuring environmental concerns are at the heart of all we do, and that we improve the look and feel of our public spaces.

5. Safer Cycle Pathway

- 5.1 The Safer Cycle Pathway will be suited to slower, less confident riders. It will run from the Chiswick end of King Street across the north of Hammersmith gyratory to Hammersmith Road, and finish at the borough border with

Kensington. It will be designed to improve the environment and protect the high numbers of pedestrians in these areas.

- 5.2 The Safer Cycle Pathway will be tailored to suit families, novice riders and those just looking to pop to the shops.
- 5.3 The design will be based upon a segregated cycle path that features all the key elements of Healthy Street design, but will also consider in its content, sustainable drainage, seating areas, and water fountains, as well a new lighting.
- 5.4 The design will seek to maximise pedestrian space and make the transition from pavement to pavement safe and usable for everyone.
- 5.5 The design will consider a full range of sustainable materials and will look to increase the number of trees and planting along the route.

6. Cycle Highway

- 6.1 The A4 Cycle Highway will shuttle faster, more confident riders and commuters from the border with Chiswick to the Hammersmith gyratory.
- 6.2 The Cycle Highway will provide an alternative route for faster riders away from the high street.
- 6.3 The cycle highway will be designed to minimise the number of 'cross-overs' and provide as direct as possible route.

7. Engagement

- 7.1 Before the council can proceed with any detailed design it wishes to engage with residents, businesses and disabled groups along the route to ensure that the final design is both clearly understood and that everyone has had the opportunity to have their input into the design. We are proposing the following levels of engagement:
- 7.2 A web-based engagement system, which will enable residents, businesses and interested groups to plot their concerns and issues in relation to their environment on a map.
- 7.3 Leaflets will be delivered to all households and businesses along the route giving an update on the scheme as well as links to best practice examples of a Healthy Street.
- 7.4 We will liaise with key community forums and resident groups.

7.5 We will create new content for the council communications channels such as social media, press, web and newsletters.

7.6 We will provide regular updates for all media.

8. Drop in sessions

8.1 To ensure that we receive feedback from stakeholders along the proposed route, we will hold a few drop-in sessions at key locations where any issues concerning residents can be ironed-out and examples of best-practice for a Healthy streets design can be shown.

8.2 Residents and businesses will be offered separate opportunities to discuss with the council the opportunities that the route will offer.

8.3 Drop-in sessions will show examples of Healthy Streets and best practice examples from other areas. Our aim is to get the message out that **“we want your feedback”**.

9. Target Audience

9.1 External Residents and residents’ groups, businesses, emergency services such as the Fire Service, Police, Ambulance Service and utility companies, schools in the area, community groups, faith groups, disability groups, cycling groups, any other relevant organisations.

10. Timeframes

Early September: Council will draft content and design leaflets, web page.

Mid-September: Leaflet distribution to households and businesses / Emails to targeted groups and contacts such as existing stakeholders.

- Communication will be sent out to the local community. Leaflets delivered to residents and businesses.
- Posters displayed around the local area. Emails to key stakeholders.

End September – Start of October 2019:

Drop-in sessions at the following proposed locations:

- Avonmore (Hammersmith Road)
- Ravenscourt Park area
- Lyric (Gyratory)

Mid October: Start engagement with businesses/business perception surveys (e.g. Kings Mall) via face-to-face meetings, emails, mailouts.

Mid October: We will engage with Taxi drivers, public transport providers and emergency services to understand their business needs.

Late October: We will focus on the Schools around Ravenscourt Park through Mailouts, emails, face-to-face events/activities with schools.

Ongoing: Social media advertising throughout/Social media – target groups and use local community group channels where possible.

Throughout all the drop-in sessions we will be gathering contacts and expressions of interest to join the workshop group.

11. Design Workshops in early November

- 11.1 Following analysis from all the drop-in sessions we will create a detail design workshop made up from Key stakeholders and resident groups.
- 11.2 We will explain to residents and businesses “these are the proposed design options from the drop-in sessions, this is why they have been designed this way and these are the benefits”. We will ask them – “Tell us what you think
- 11.3 The workshops will be fully interactive and will be manned by experienced professional urban design experts.
- 11.4 We will contact everyone who left their contact details with an update email.

12. Streetscape designs early December

- 12.1 Following the initial design workshop we will then present our designs to the workshop members.
- 12.2 We will communicate the proposed designs on all forms of media and to all known contacts.
- 12.3 We will then seek agreement to proceed with these revised designs.
- 12.4 Once designs have been signed of by the workshop group these will be presented to the administration for agreement.

13. Summary

- 13.1 The Cycle Highway and Safer Cycle Pathway and their associated benefits present a big opportunity for the local community to make a positive improvement to the area. By improving the way our streets and facilities work for us, walking and cycling will be more appealing and accessible to everyone.

- 13.2 Our goals are to make sure all residents – especially children, disabled people and older people - can walk and cycle safely around the borough, ensuring environmental concerns are at the heart of all we do, and that we improve the look and feel of our public spaces.
- 13.3 Together, we're determined to improve our streetscape and deliver healthier streets that are better for pedestrians and cyclists of all ages and abilities. This is an important part of our approach to improving our environment for all.
- 13.4 We listened to our residents. The A4 will be more suitable for the faster, confident cycle commuter and is an important new investment from the Mayor of London.
- 13.5 Walking and cycling in Hammersmith & Fulham will be safer and easier after the council insisted on redesigning TfL's cycling routes planned for the borough.
- 13.6 Walking and cycling as part of an everyday routine has huge benefits for our health and wellbeing.
- 13.7 Transport for London have agreed that Hammersmith council will carry out all detailed design for these routes making them designs that work locally.