

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: Climate Change Policy and Accountability Committee

Date: 07/05/2025

Subject: Active Travel in Hammersmith & Fulham.

Report author: Ben Kennedy, Senior Service Manager, Transport Strategy

Responsible Director: Bram Kainth, Strategic Director of Environment

SUMMARY

This report and the accompanying presentation provides a summary of the many workstreams that are being delivered in the borough to improve active travel. The first part of the report outlines how the development of a Net Zero Transport Strategy for the borough and the important role active travel plays in addressing the many transport challenges facing the Hammersmith and Fulham (H&F).

The second part of the report explains that as active travel is considered so important a separate Active Travel Strategy will be developed as a subsidiary document to the Transport Strategy.

The third part of the report provides the context for active travel in the borough and how we compare to the rest of London and neighbouring boroughs. It then sets out what active travel initiatives and schemes H&F is currently delivering.

RECOMMENDATIONS

1. For the committee to note and comment on the paper and attached presentation

Wards Affected: ALL

Our Values	Summary of how this report aligns to the H&F Corporate Plan and the H&F Values
Building shared prosperity	Encouraging active travel will support local businesses and high streets by making them more accessible and increasing pedestrian footfall, cycling and wheeling trips. Motorised traffic and

	congestion will be reduced, improving accessibility in public spaces and enabling the reallocation of roadspace from cars to pedestrians in areas of high customer footfall.
Creating a compassionate and inclusive council	The activities to promote active travel in H&F will improve equality and inclusivity by enabling equitable access to safe and healthy transportation options, ensuring that all residents, regardless of background or socioeconomic status can benefit from improved mobility and well-being.
Doing things with local residents, not to them	Active travel enhancements and an Active Travel Strategy will be co-produced with a stakeholder working group with residents represented on this group. There will be continued engagement with the Disabled Residents Team to ensure disabled residents needs and preferences are considered and improvements are sought across the entire borough.
Being ruthlessly financially efficient	Investing in active travel infrastructure and education will reduce long-term healthcare and transportation costs in H&F. The majority of the funding to deliver these improvements has been secured from TfL and we will continue to bid for additional external funding to improve the borough.
Taking pride in H&F	Enhancing active travel options contributes to a cleaner, greener and more attractive borough, residents will be able to take pride in their community and the public realm will be a more pleasant and welcoming environment.
Rising to the challenge of the climate and ecological emergency	Promoting active travel will reduce carbon emissions from transport sources and the environmental impact of motor vehicles in the borough, helping H&F to meet our Net-Zero targets.

Background Papers Used in Preparing This Report

DETAILED ANALYSIS

Net Zero Transport Strategy

1. A new Net Zero Transport Strategy (the Transport Strategy) is currently being developed by officers which will set out our vision and objectives for transport in the borough. The Strategy responds to drivers of change, policy contexts, evolving challenges, issues and opportunities, and identifies the measures by which the council intends to meet its transport goals. Achieving these goals will result in improved air quality, personal health, inequality and community cohesion, access to opportunities and services, and economic growth. A successful Strategy will be necessary to rebalance our transport system and public realm to create places for people moving around by active travel rather than just the movement of vehicles.
2. The new Transport Strategy will promote active travel throughout the borough by ensuring that residents have access to safe and attractive active travel routes and alternatives to motorised transport. Behaviour change and education initiatives alongside well designed and safe infrastructure will be key to encourage and increase the levels of active travel in the borough.
3. To date work has been undertaken on collating and analysing data and research as part of the evidence base to inform the development of the Strategy. This has included reviewing engagement activities and consultation feedback on recent transport schemes as well as undertaking a strengths, weakness, opportunities and threats (SWOT) analysis of transport issues and challenges.
4. The current draft vision for the Transport Strategy is outlined below:
Vision: Hammersmith is a great place to live, work and thrive.
This Strategy will help deliver this vision enabling the creation of attractive streets and vibrant spaces that are accessible, inclusive, resilient and safe for all. It will help ensure our neighbourhoods are fit for the future, becoming cleaner, greener, healthier and more resilient, and there will be less traffic on our roads with more people moving around safely using active travel modes.
5. The proposed objectives that the Transport Strategy will aim to deliver are set out below:
 - a. The Borough's air quality is cleaner and our streets are quieter
 - b. Reduce carbon emissions from transport sources to achieve net zero goals
 - c. People feel safe using our streets, public realm and transport system
 - d. Street space is shared more efficiently and effectively
 - e. Improved health and wellbeing of residents through higher rates of active travel
 - f. Reduced inequalities in access to services and jobs
 - g. Improved community cohesion
 - h. Supports economic growth and the outcomes of the Industrial Strategy.
 - i. Our public realm and streets are more resilient to a changing climate
 - j. The Borough benefits from improved public transport connections between the north and south

- k. There are long term, lasting benefits to the Borough resulting from the construction of Old Oak Common HS2 Station
- 6. Six key themes and priority areas have been identified for the draft Strategy within which appropriate policies, interventions and proposals will be set out. The six key themes are:
 - i. Safe active travel
 - ii. Transition to cleaner vehicles
 - iii. Enabling climate adaptation and resilience
 - iv. Places for people not traffic
 - v. Connecting people and places
 - vi. Sustainable growth and development

Active Travel Strategy

- 7. The Transport Strategy is intended to be a high-level strategic document and will not go into detail on specific topics. As active travel is considered so important a separate Active Travel Strategy will be developed as a complementary document to the Transport Strategy that will provide greater detail on the programme of future active travel initiatives.
- 8. To ensure that the Active Travel Strategy is developed in collaboration with the community we are intending to establish an Active Travel Working Group to co-produce the strategy. The Active Travel Working Group will include residents and representatives from interested stakeholder organisations that reflect the whole borough.

Active Travel

- 9. Active travel refers to modes of travel that involve a level of activity. The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, scooters, as well as cycle sharing schemes.
- 10. Active travel is a low-carbon way to get around and offers many benefits compared with other forms of transport. Increasing active travel will be essential if we are to achieve the wider strategic priorities of increasing physical activity, tackling obesity, improving air quality, improving the economy and achieving net zero carbon emissions by 2050.
- 11. Increasing active travel will be essential if we are to achieve the wider strategic priorities of the council that relate to physical health, air quality, improvements to the local economy & public realm and achieving net zero carbon emissions.
- 12. TfL benchmarking data of trips undertaken by residents in different boroughs across London enables us to see how the residents of Hammersmith & Fulham travel in comparison to other Inner London boroughs. This data reveals that H&F residents use cars and active travel modes at similar levels to the Inner London average. However, when compared to Inner London peers such as Camden, Lambeth, RBKC and Westminster, our residents drive their cars more often and travel by active travel less.
- 13. Data provided by TfL reveals that the number of people killed and seriously injured from road collisions on H&F's streets has declined significantly since 2005 but more recently this decline has plateaued out and our current trajectory

means we are unlikely to meet the targets set by the Mayor of London unless dramatic action is taken. Officers are currently working on the development of a Road Danger Reduction Plan to better understand the reasons why the targets are not being met and what interventions are required to get back on track.

14. There are several weaknesses and threats to the borough that may affect the implementation of an active travel strategy, such as, increasing numbers of private cars owned or leased by residents on our streets, pedestrian and road user casualties, and crime and the perception of crime creating barriers to active travel.
15. Hammersmith & Fulham Council has been delivering an extensive programme of active travel initiatives and schemes to increase active travel rates amongst our residents, these include:
 - i. Bikeability training & education to schoolchildren, families and adults
 - ii. Dr Bike health check sessions
 - iii. Try Before You Bike scheme
 - iv. All-Ability Cycling sessions
 - v. Active Safer Routes to School
 - vi. Travel for Life accreditation
 - vii. Parcels Not Pollution scheme to encourage the use of e-cargo bikes
 - viii. OurBike Community E-cargo Bike Hire scheme
 - ix. Residential cycle parking hangars installation programme
 - x. Hammersmith Cycle Parking Hub
 - xi. Hammersmith Bridge reopening to cyclists without having to dismount
 - xii. Cycleway route schemes
 - xiii. Pedestrian safety and accessibility schemes
 - xiv. Street lighting improvement schemes
 - xv. Greening the grey schemes
 - xvi. Beat the Street initiative
 - xvii. School Streets Plus
 - xviii. Clean Air Neighbourhoods
 - xix. Micro-mobility bays rollout
16. The accompanying presentation provides more detailed information on each of the initiatives and schemes mentioned above.

LIST OF APPENDICES

Appendix 1 - Net Zero Transport Strategy & Active Travel presentation