

Net Zero Transport Strategy & Active Travel

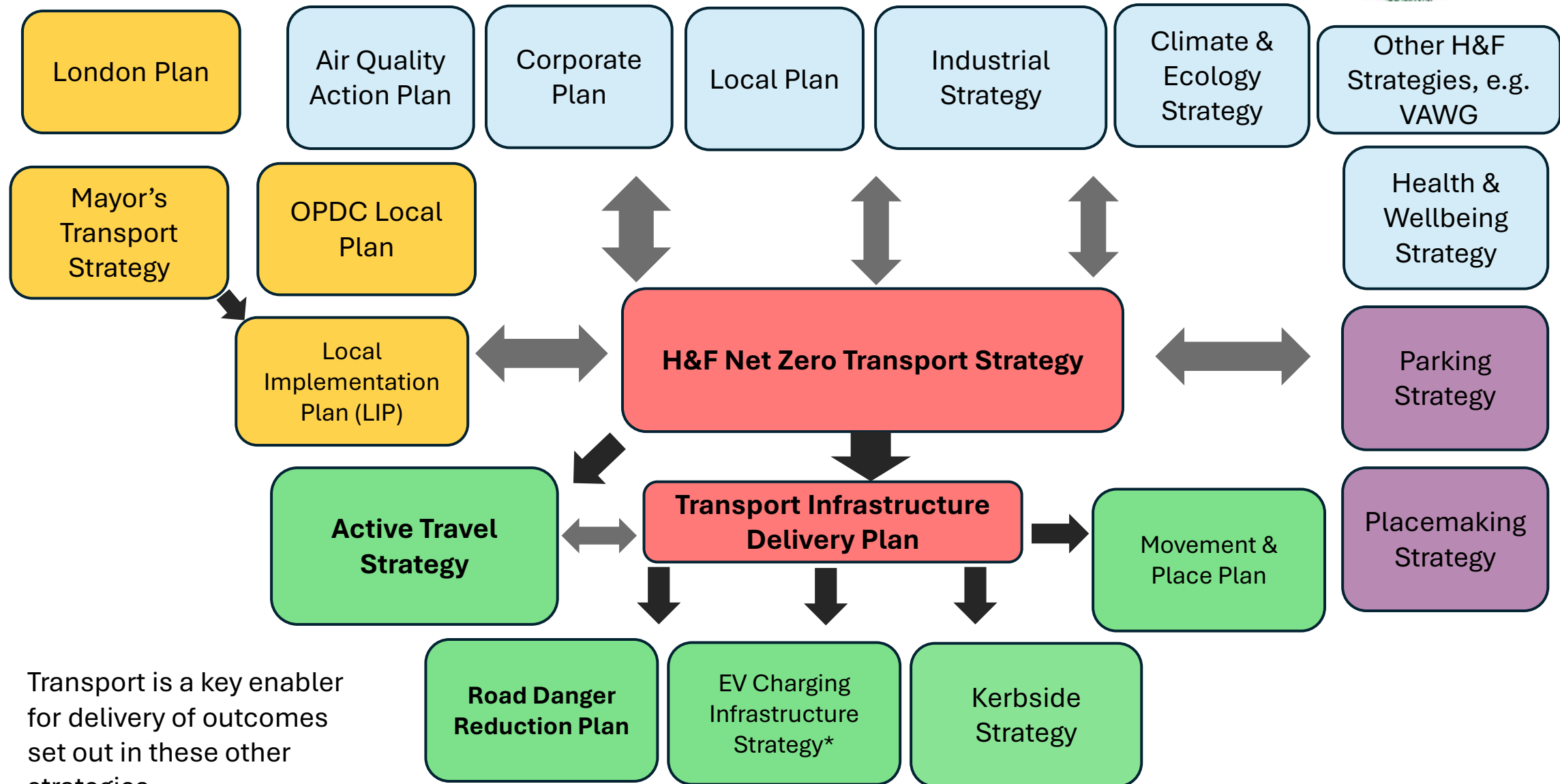
Climate Change & Ecology
Policy & Accountability
Committee
07 May 2025



Content

- Net Zero Transport Strategy (SWOT analysis, vision, objectives, challenges, issues, priorities)
- Active Travel – definition, benchmarking, challenges
- Active Travel Strategy & Working Group
- Active Travel Behaviour Change & Education Initiatives
- Cycling Parking Schemes
- Cycle Infrastructure Schemes
- Pedestrian Improvement Schemes
- School Streets Plus
- Clean Air Neighbourhoods
- Micro-mobility Schemes

The role of the Transport Strategy



How are we doing? SWOT Analysis



STRENGTHS

- Strategic location between central London and Heathrow.
- Strong economic growth reflected in high number of strategic developments.
- Excellent east-west public transport connections.
- Strong climate agenda and political support.
- Extensive EV Charging Network
- Strong take up of cycle hangar scheme
- High participation in cycle training, including for adults and secondary school students
- Higher than inner London average cycle trips

WEAKNESS

- Poor north-south public transport and road connections.
- Increasing car ownership.
- Lack of continuous and safe cycle network.
- Sustainable travel mode share lower than Inner London neighbours.
- High volumes of through traffic resulting congestion & poor air.
- Road user deaths and casualties still too high.
- Severance created by river, rail and road infrastructure (TLRN).
- North of the borough isolated from rest of the borough.
- Limited step-free access to rail and tube networks.
- Huge wealth inequalities in the borough.

OPPORTUNITIES

- HS2 Station & associated transport proposals.
- Industrial Strategy & economic growth.
- Placemaking proposals for growth areas and town centres.
- TfL Cycleway proposals and associated funding.
- Securing effective mitigation from HS2 related activities.
- Potential benefits to night-time economy later LU services.
- Strong take up of cycle hangar scheme & expansion.
- AI and dynamic traffic, parking and kerbside management.
- Reopening of Hammersmith Bridge.

THREATS

- HS2 construction impacts + closure of OOCL.
- Poor surface access to HS2 Station.
- OPDC planning authority with differing aims and objectives.
- London Plan policies (SIL, riverside wharves, etc.).
- Heathrow Airport Expansion.
- Public transport patronage below pre-pandemic levels.
- Bus speeds are slowing deterring usage.
- Traffic congestion and delays at key junctions and links.
- New forms of transport without adequate regulation.
- Increasing impacts of climate change happening faster.
- Unsustainable growth and new development.
- Crime & perception of crime.

Transport Strategy – a draft vision



The Transport Strategy sets out our vision and objectives for transport in the borough.

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.

Objectives that the Strategy will aim to deliver:

- The Borough's air quality is cleaner and our streets are quieter
- Reduce carbon emissions from transport sources to achieve net zero goals
- People feel safe using our streets, public realm and transport system
- Street space is shared more efficiently and effectively
- Improved health and wellbeing of residents through higher rates of active travel
- Reduced inequalities in access to services and jobs
- Seek to support improved community cohesion by reducing severance
- Supports economic growth and the outcomes of the Industrial Strategy.
- Our public realm and streets are more resilient to a changing climate
- The Borough benefits from improved public transport connections between the north and south
- There are long term, lasting benefits to the borough resulting from the construction of Old Oak Common HS2 Station

Key transport issues

1. High traffic flows on our roads, both local and external causing congestion and air pollution
2. Levels of car use amongst residents higher than comparable inner London boroughs
3. Too many vulnerable road users being killed and seriously injured on our roads
4. Cycle route facilities are inconsistent, lack connectivity, some are poorly designed & impact negatively on disabled persons and pedestrians
5. Poor behaviour by some cyclists and scooters intimidates pedestrians and more vulnerable residents
6. Increasing car and van ownership adding to congestion and parking stress
7. Poor health and wellbeing amongst some residents from sedentary lifestyles
8. Town centres and high streets are dominated by traffic and too little space given to people and place
9. The borough is very vulnerable to climate change impacts – flooding, heat stress
10. Buses are stuck in traffic delays and speeds are slowing
11. Public transport connections between the north and south of the borough are poor
12. Construction impacts from HS2 on the borough need mitigating
13. Surface access to OOC Station will be terrible, only accessible via Old Oak Common Lane
14. Severance caused by road and rail infrastructure, particularly the north of the borough

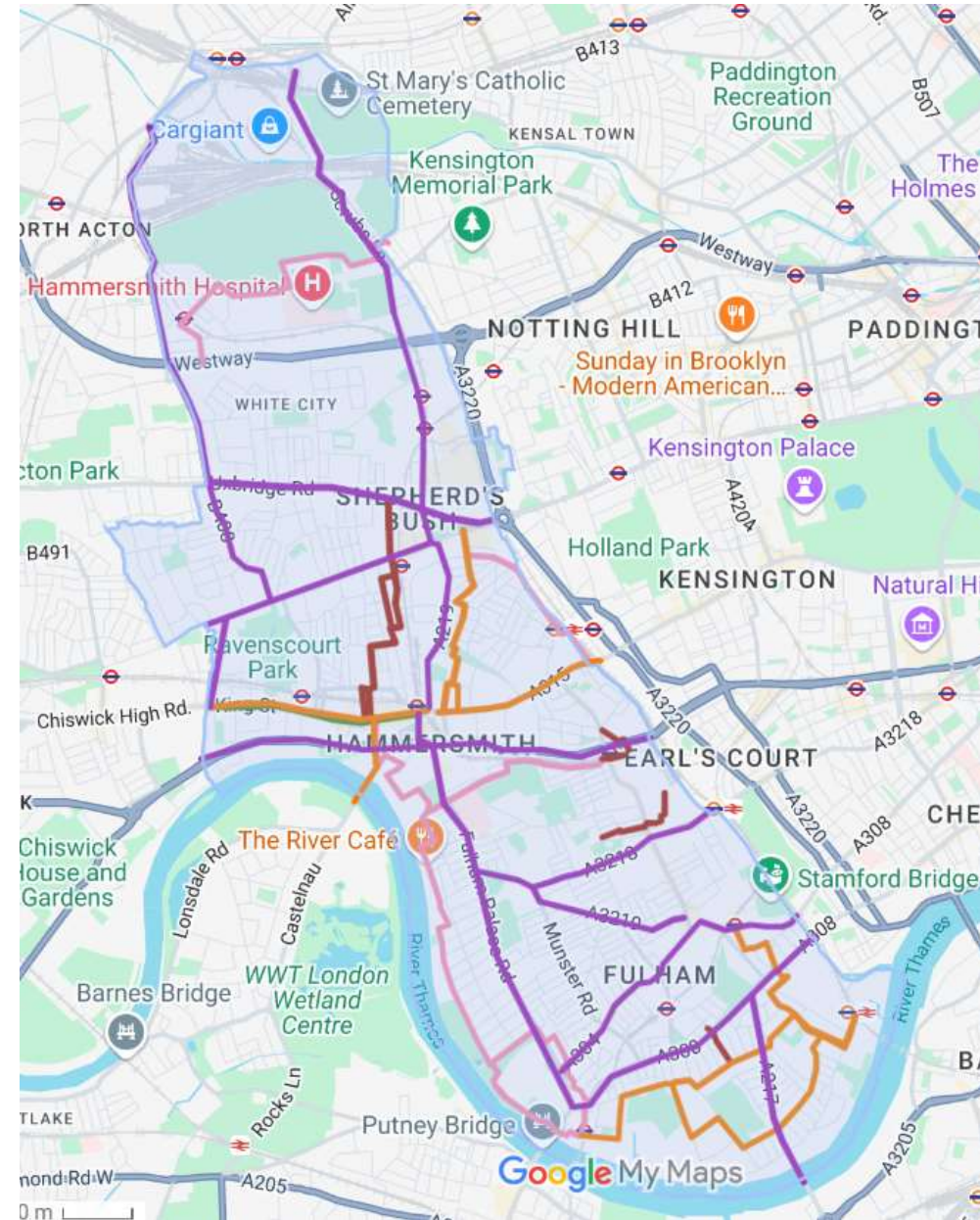
Emerging Themes / Priority Areas



1. Safe active travel
2. Transition to cleaner vehicles
3. Enabling climate adaptation & resilience
4. Places for people not traffic
5. Connecting people and places
6. Sustainable growth and development

Doing things with residents not to them

- Intend to establish an Active Travel Working Group with the goal of co-producing a H&F Active Travel Strategy.
- The Active Travel Strategy will look at walking, cycling and wheeling.
- Output will include the identification and classification of a network of cycle routes.
- We will continue engagement with Inclusive Environment Disabled Residents Team.



Potential future cycle network for H&F

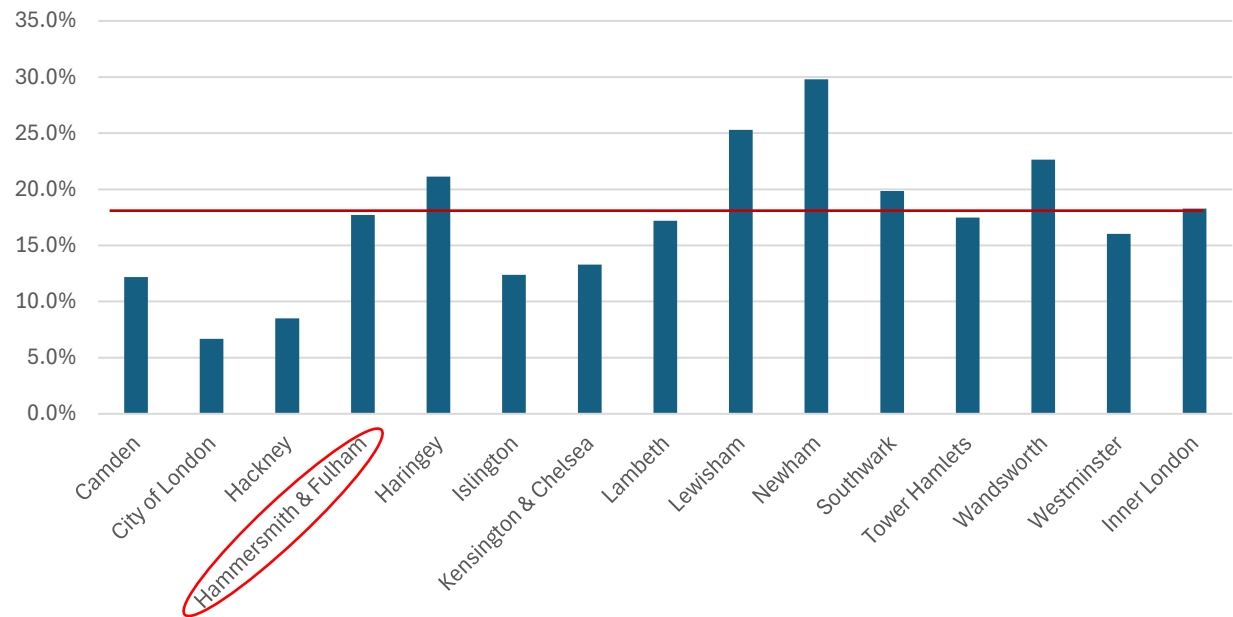
Definition of Active Travel

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** (taken from the definition in the [*Future of Mobility: urban strategy*](#)).

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.

Borough Resident Trips % Mode Share – Car & Active Travel (source TfL)

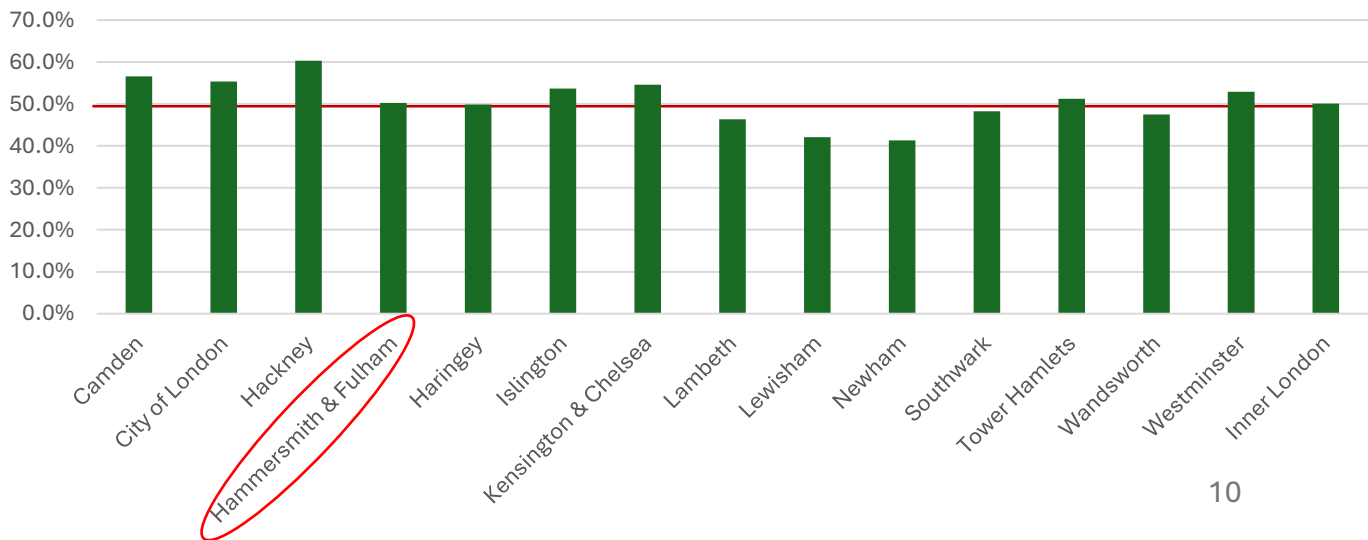
Car/motorcycle



H&F's mode share for cycling/walking combined is the same as the Inner London average but lower than comparable boroughs like Camden, Hackney, RBKC, Islington, Lambeth and Westminster.

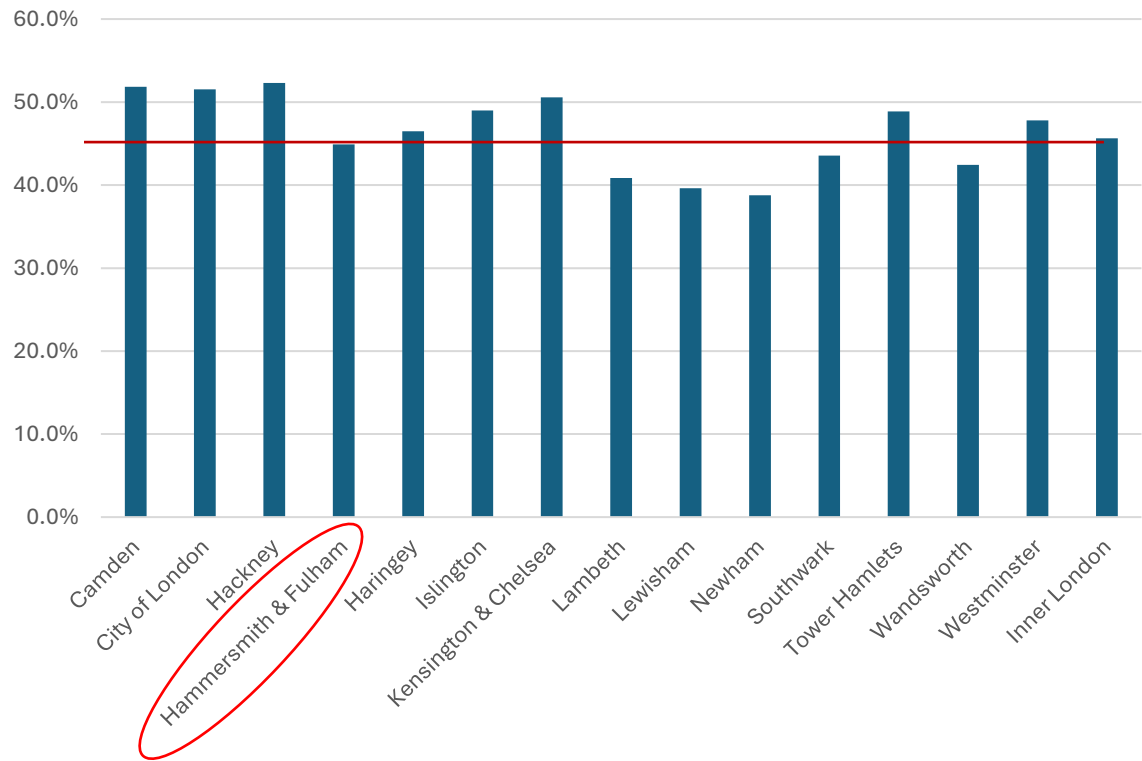
H&F's mode share for car is just lower than the Inner London average but it is higher than comparable boroughs like Camden, Hackney, RBKC, Islington, Lambeth and Westminster.

cycling & walking combined

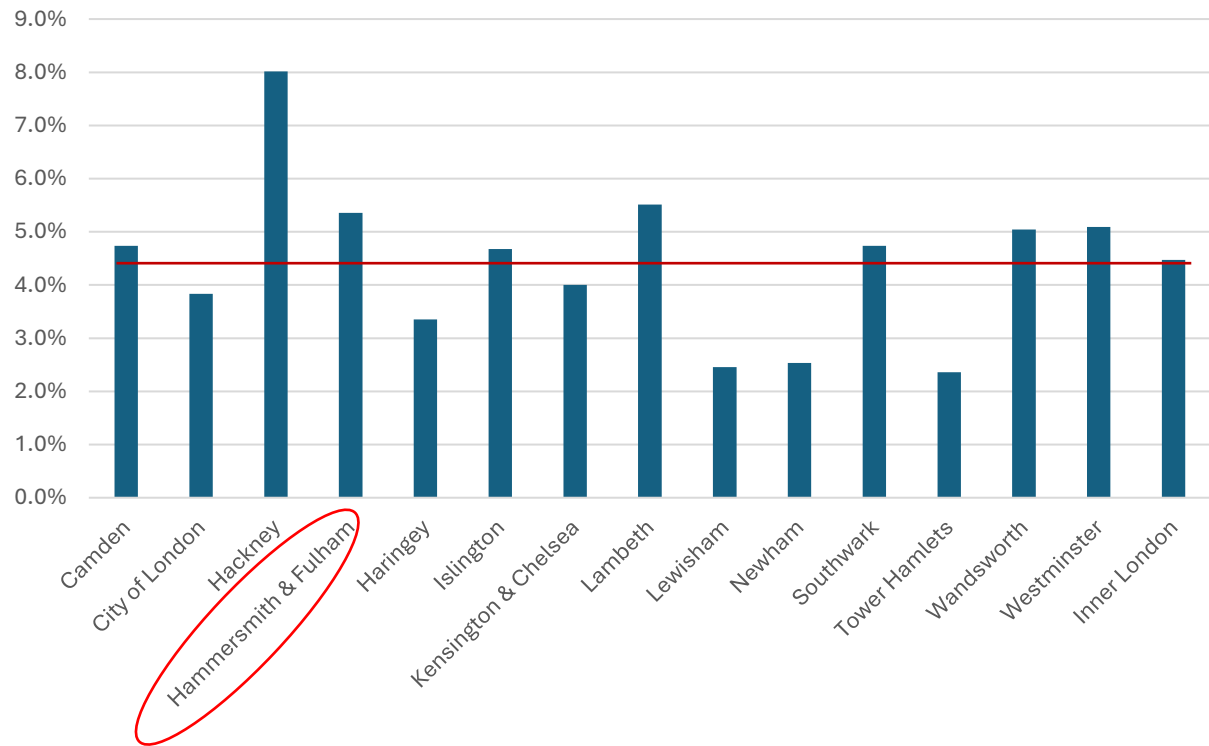


Borough Resident Trips % Mode Share – Walking & Cycling (source TfL)

Walk



Cycle



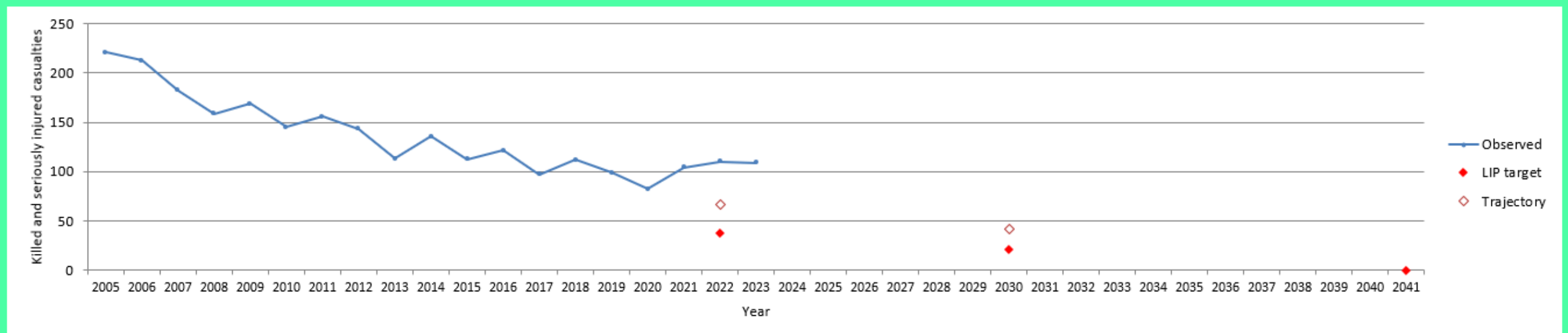
H&F’s cycling mode share for cycling is higher than the Inner London average but our walking mode share is just below this average.

H&F Road Deaths & Serious Injuries (source TfL)

Outcome 2: London's streets will be safe and secure

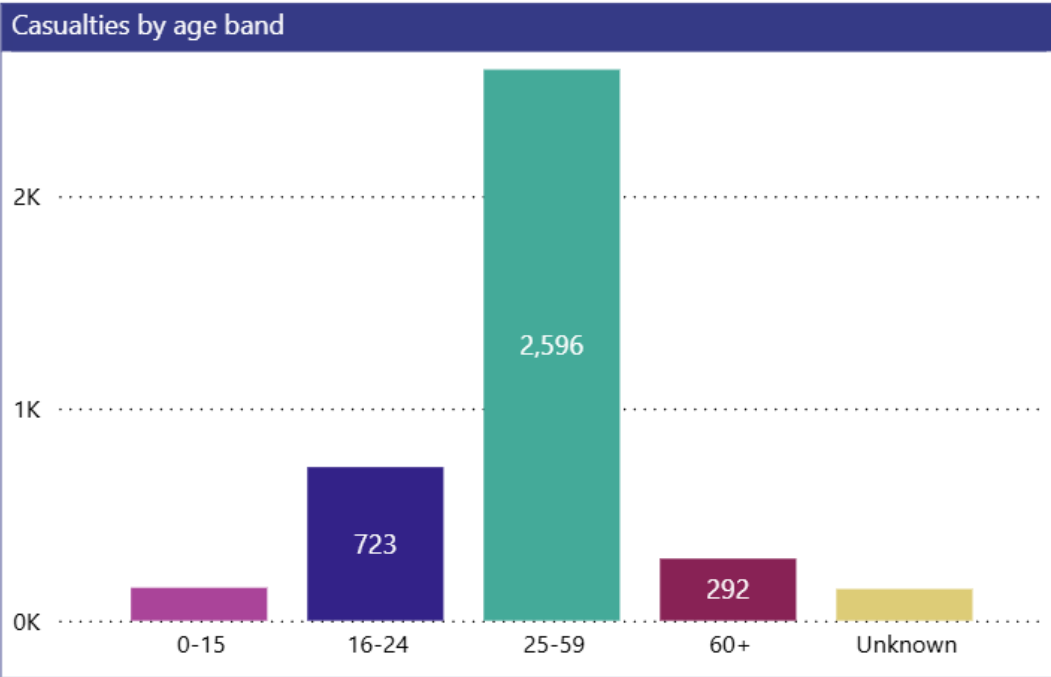
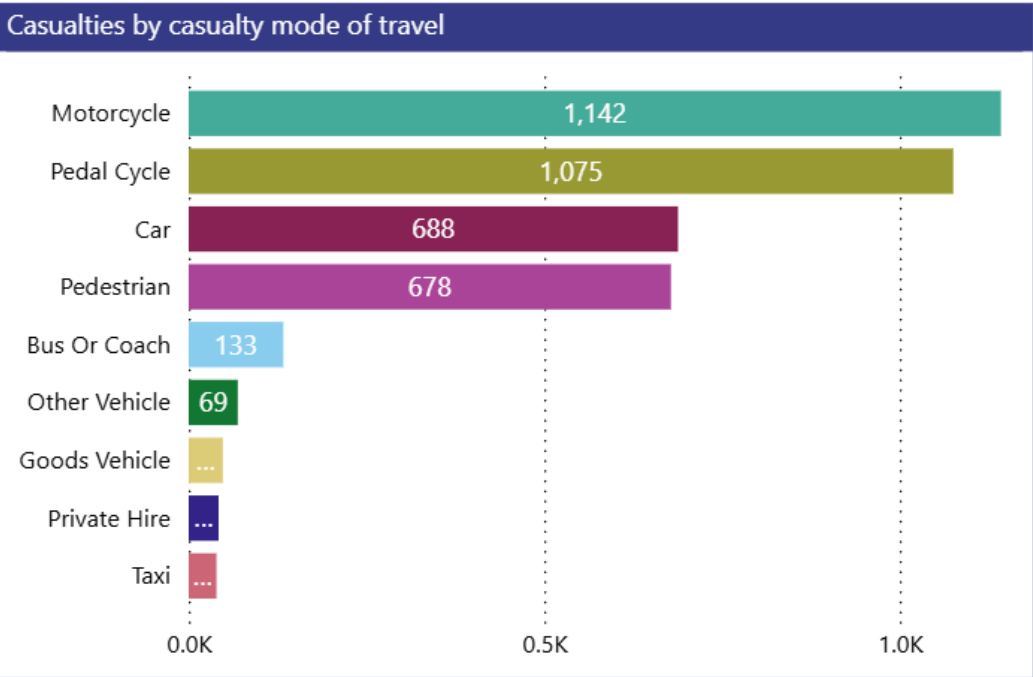
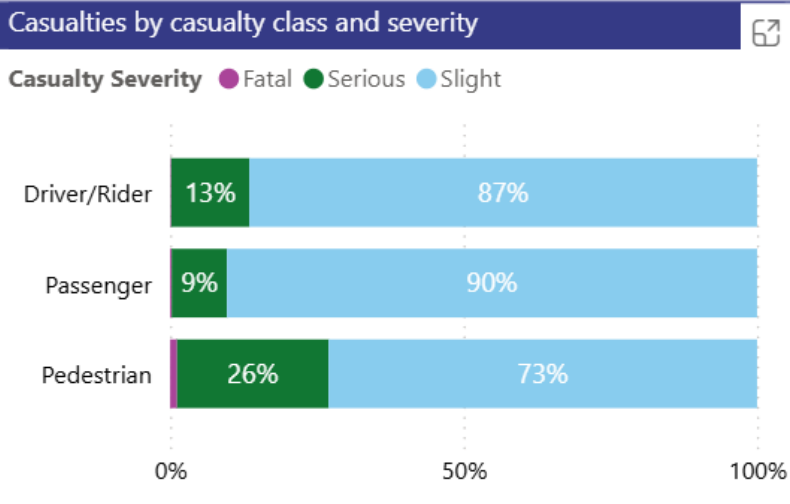
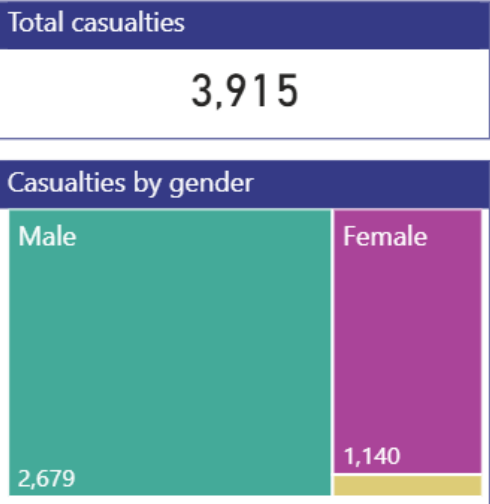
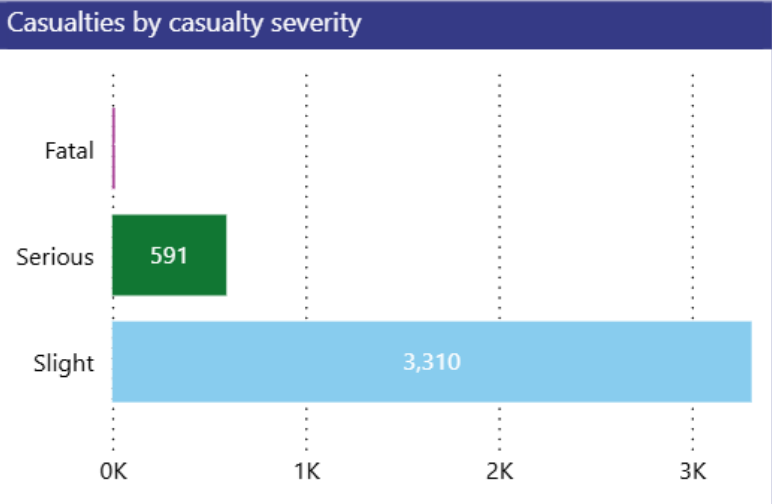
Outcome 2: Vision Zero - Deaths and serious injuries from all road collisions to be eliminated from our streets

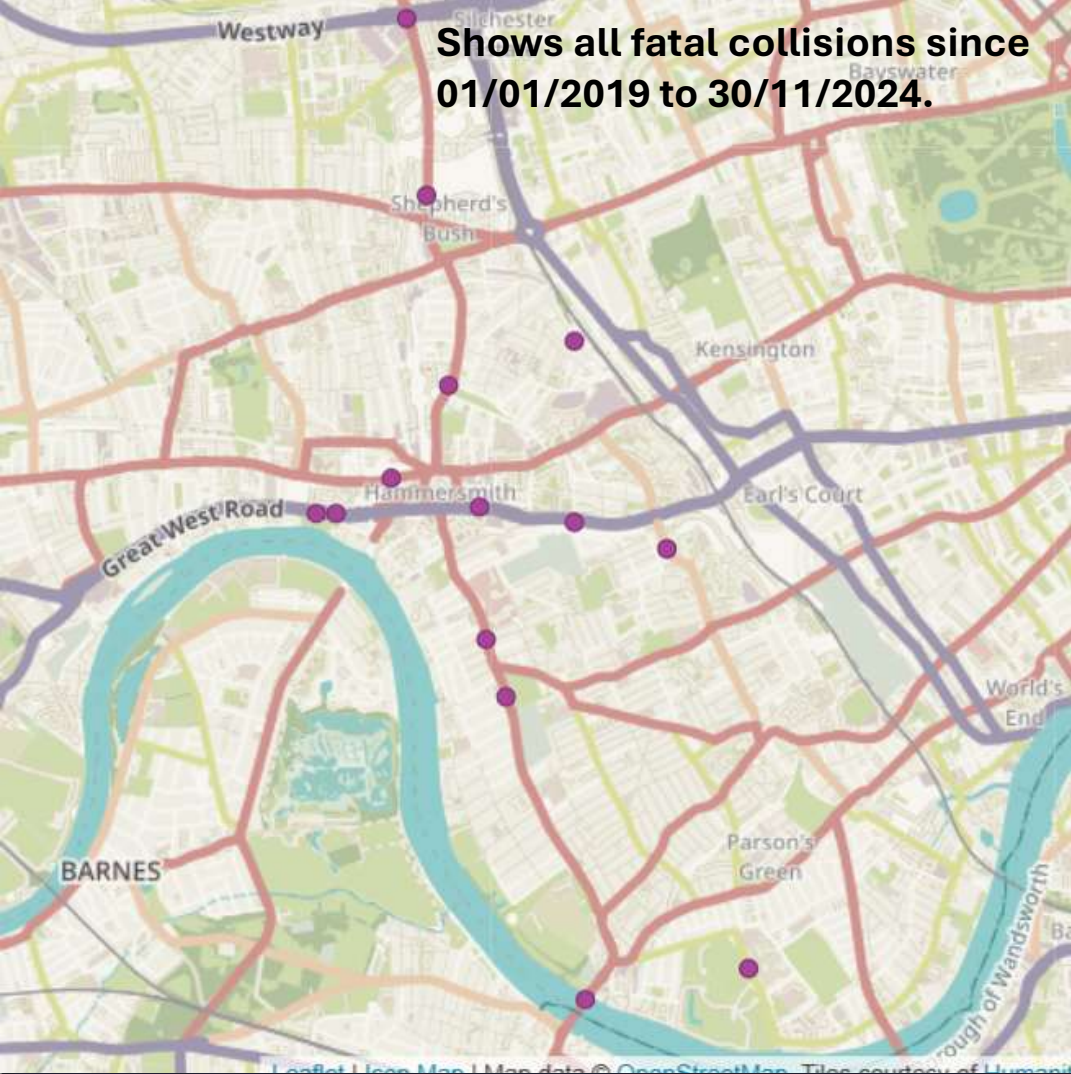
Observed with back casting applied				Killed and seriously injured casualties							LIP target		
2005-09 baseline	2010-14 baseline	2015	2016	Observed							2022	2030	2041
189	139	113	121	2017	2018	2019	2020	2021	2022	2023	38	21	0
				97	112	99	82	104	110	109			



The number of people killed and seriously injured on H&F's streets has declined since 2005 but more recently this decline has plateaued and our trajectory means we are unlikely to meet targets unless dramatic action is taken.

Road Collision Casualties (TfL Data - period 01/01/2019 – 30/11/2024)





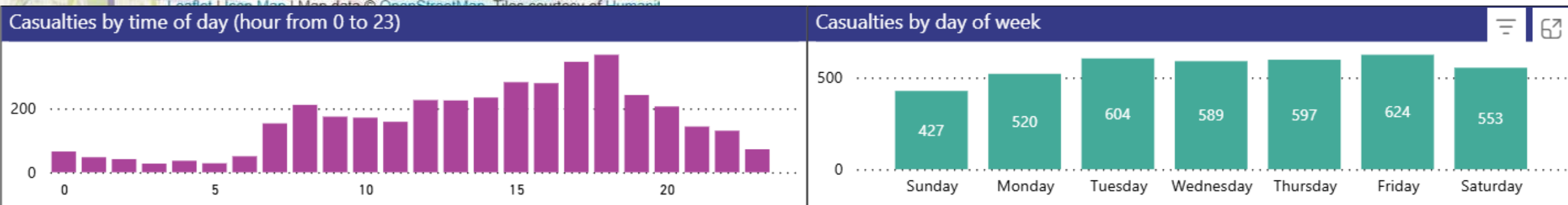
Vehicle involved casualty count: casualty mode of travel (rows), vehicles involved in collision (columns)

Casualty Mode of Travel	Pedal Cycle	Motorcycle	Car	Taxi	Private Hire	Bus Or Coach	** Goods Vehicle	Other Vehicle
Motorcycle	16	62	812	29	33	20	125	11
Pedal Cycle	32	79	645	55	32	37	161	15
Pedestrian	56	130	333	9	26	36	84	24
Car	4	45	466	15	14	22	94	5
Other Vehicle	1	5	40	3	4	2	9	
Goods Vehicle		4	39	2		2	5	1
Bus Or Coach	2	1	25			9	7	1
Private Hire	1		22		12	3	7	1
Taxi	2	3	20	2			6	

Above shows the casualty mode of travel alongside* Column refers to casualties of passengers of bus/coach.

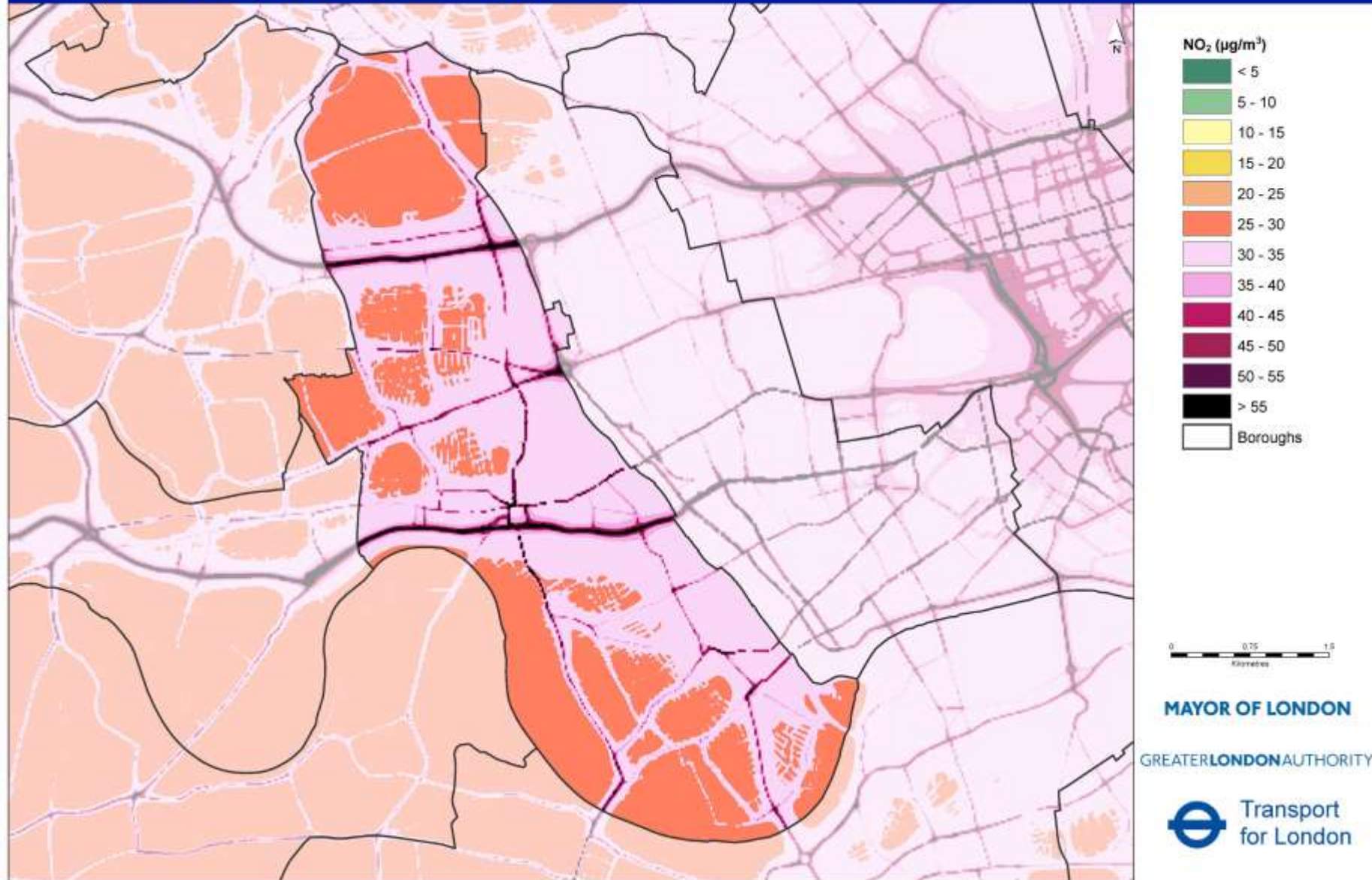
** Row refers to casualties of passengers that collided with bus/coach.

Casualties by time of day and day of week



London Borough of Hammersmith & Fulham Annual Mean NO₂ concentrations 2019

LAEI 2019



Air pollution in the vicinity of our busiest roads and junctions remains poor and unhealthy for residents due to the volumes of vehicles using these routes.

Active Travel Challenges



- Design of cycleway facilities negatively impacting on pedestrians and disabled persons (floating bus stops)
- Road width constraints resulting in sub-optimal design solutions (bi-directional cycle lanes)
- Accessibility of green spaces and parks for all active travel modes (cycles, scooters, etc)
- Increasing usage of the River Path – reducing conflict & encouraging considerate sharing of the space
- Safe places for cycling & wheeling - on road vs segregation – government guidance
- Severance created by river, rail and road infrastructure including traffic dominance
- High volumes of traffic on our streets and the road danger associated with it
- External stakeholders such as OPDC and TfL may have conflicting aims and objectives to H&F
- Poor access to Old Oak Common Station HS2 on foot or cycle in current plans (construction phase & permanent)
- Managing e-bike and e-scooter rental schemes to support attractiveness (to shift from private car) and protect space for pedestrians and regular cyclists
- Collaboration with Met Police, LBHF Safer Neighbourhoods Team, Trading Standards re. illegally modified e-bikes

Bikeability, training & support to increase cycling

H&F and TfL fund free cycle training (**Bikeability Training**) and a variety of other cycling initiatives to anyone of any age and at any level to help get people pedalling across H&F.

Last year was a very successful year for training primary & secondary **school children** with over 2000 children trained. Cycle training is very over subscribed particularly for family training and adults with over 400 persons trained last year.

It has been a busy year for **Dr Bike** with many sessions held in our communities, businesses and NHS hospitals - over 1600 bikes checked over.

Other initiatives delivered to encourage the uptake of cycling include:

- **Try Before You Bike** is a unique pay-as-go-you bike rental scheme designed to help local residents get on their bikes.
- **All-Ability Cycling** - free weekly all-ability cycling sessions for residents with additional needs, including physical and learning disabilities run by Bikeworks every Friday and alternative Saturdays.

Due to reduced levels of funding it will be difficult to fund the current programme from September 2025 onwards.



Try Before You Buy



Bikeability training

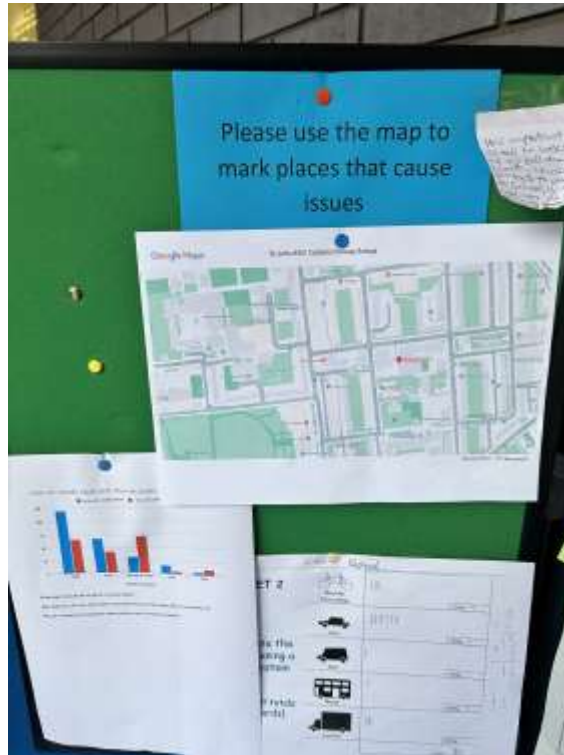


Dr Bike

Active Safer Routes to School & Travel for Life

We have been working with schools to encourage active travel to schools, reduce road danger and increase awareness of air quality issues with 19 schools and over 1500 pupils receiving training and support. A School Super Zone project was held at St. John Primary School.

21 schools were given support to get accreditation with TfL's Travel for Life programme - an accreditation programme that helps to encourage young people from age 3 to 17 to travel safely and responsibly and make informed choices about sustainable and active travel and to help improve their school environment and the community around them.



Information collected about routes to school



Students undertaking traffic counts



Parcels Not Pollution Scheme

- encouraging the use of cargo bikes



The Parcels Not Pollution cargo bike scheme funded by H&F has provided residents and organisations with the chance to switch from using cars and motor vehicles to cargo bikes for everyday journeys around the borough.

Promotion of cargo bikes over diesel and petrol vehicles included engagement walks, targeted communications, events, social media and trial sessions. Combined with £2,000 subsidies and free expert advice, this scheme has successfully supported cargo bike use, reduced congestion, cut emissions, cleaned the air and made travelling around the borough fun and convenient.

Despite the scheme ending 136 families remain on the waiting list 20 more have applied post-closure 18 organisations are listed as 'Action in Progress'. In total, 634 local businesses, organisations and sole traders were engaged and insights were collected from 547 on delivery operations, opportunities and barriers to switching to cargo bikes.

Seeking alternative sources of funding to try and ensure the programme continues.

PNP has supported **84** switches to cargo bikes. Including:

27 Business bikes purchased or leased

36 Family bike purchases

21 Business courier/service switches



En'Route Coffee, Fulham Farmers' Market

"Everyone at En'route Coffee loves the bike. We've found it saves us time, money and emissions. Often, journeys and set-up are quicker than when we used vans. You don't have to worry about parking so it's less stressful too. It's great to ride and I love the look of it too." (Allan Rudolph, Director)
Discover more about how En'Route Coffee switched [here](#).



Clara Lopez Yoga, Independent Yoga Instructor

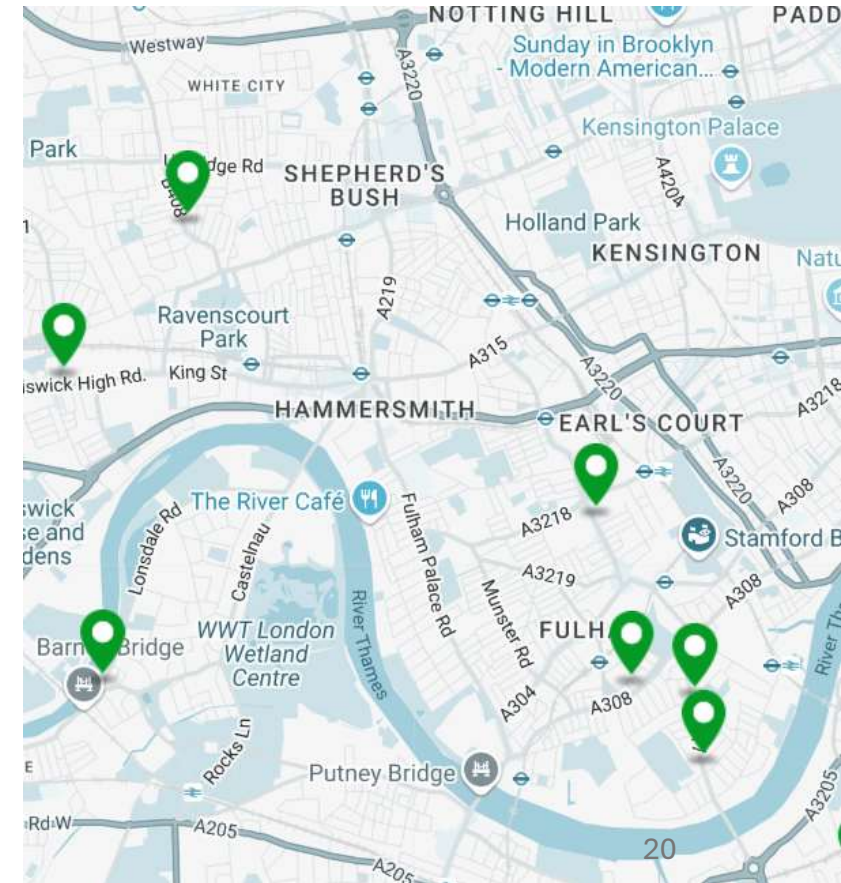
"I've been able to, you know, wiggle through traffic. I can't even imagine taking a car and then parking as well, you can just park it [the bike] easily, the headache is gone! It's literally made my dreams come true."
Discover more about how Clara switched [here](#).

Community Cargo Bike Hire Share Schemes

H&F has funded five sites where [OurBike e-cargo bikes](#) can be hired (built to carry up to **80kg** of cargo weight) for use by residents, businesses and traders to use.

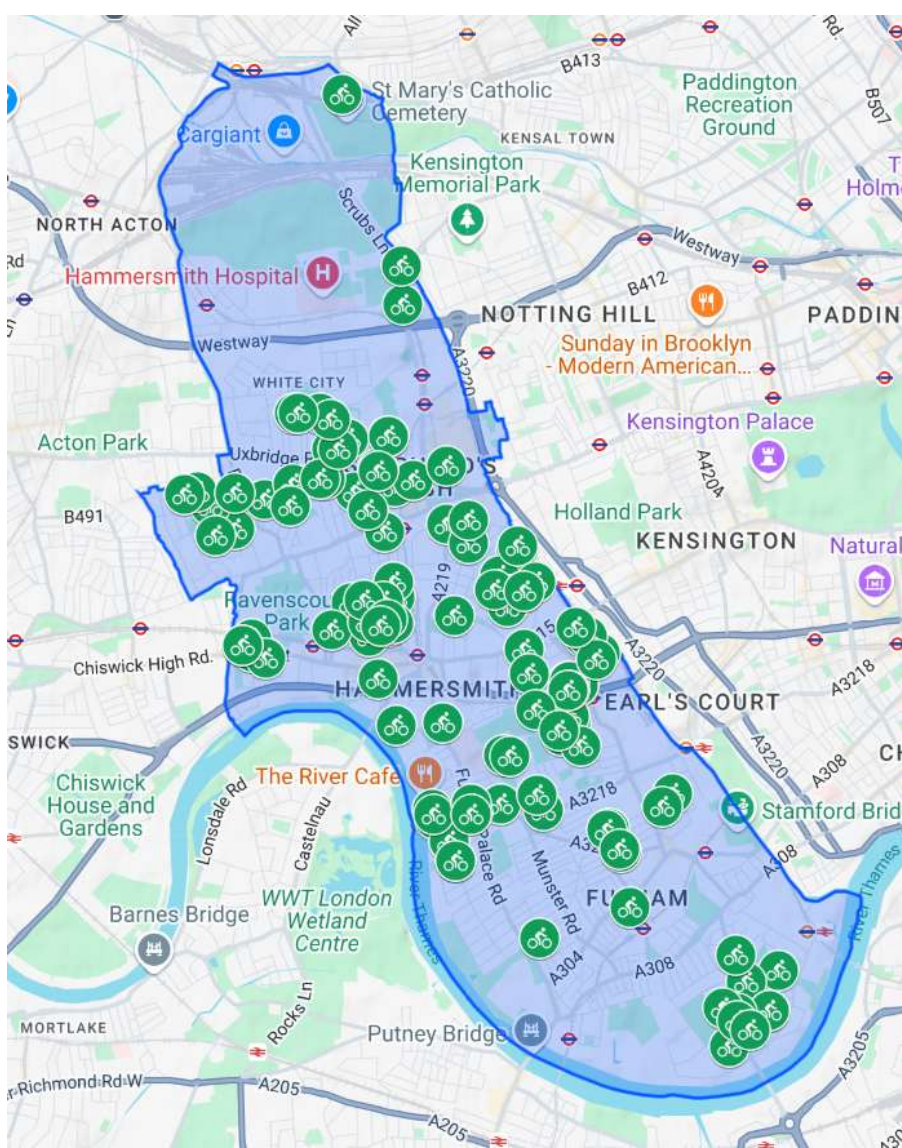
Users just need to sign up and they attend a free introductory session with a member of the OurBike team.

A business hosts the cargo bike and takes responsibility for charging their bike and works with OurBike and H&F to ensure they are returned overnight and safely secured.



Cycle Hangars Residential Parking Programme

H&F has installed approximately 168 hangars to date, with an aim of installing 500 new secure bike hangars to by 2027 creating a total 3,000 new secure cycle parking spaces (six bikes per hangar).



Map showing the location of cycle hangars delivered to date



Image of new cycle hangar on street in Shepherd's Bush

Hammersmith Cycle Parking Hub

The hub holds 82 bicycles and three dedicated e-cargo bikes bays. Located in Hammersmith Broadway, the hub provides a free and convenient solution for travellers to cycle to the station, leave their bike and continue their journey by tube or bus.

The cycle hub has its own CCTV system and is linked to the council's extensive CCTV network. It means the hub is monitored in real time, at all times, to prevent any issues with misuse or thieves and give users full confidence. The door entry system can only be used by members.

A last mile delivery consolidation hub is opening at Coomer Place in the summer. A tenant has been found and we are investigating whether they will be willing to host the OurBike e-cargo bike hire scheme as well.



Image of the interior of the hub



Image of the exterior of the hub

Hammersmith Bridge

Hammersmith Bridge has reopened to cyclists and there are now three separate lanes – one dedicated for cyclists traveling north, another for cyclists traveling south and a third two-way pedestrian path. The outer footways also remain open to pedestrians only.

The new wider pedestrian lane offers more space, improving accessibility for people who use wheelchairs. E-cargo bikes, which fit between the newly-installed 1.2m wide anti-terror barges, are also being trialled on the bridge to shuttle older and Disabled residents as well as young children. They will use the cycle lanes.

It is the first active travel bridge across the River Thames.



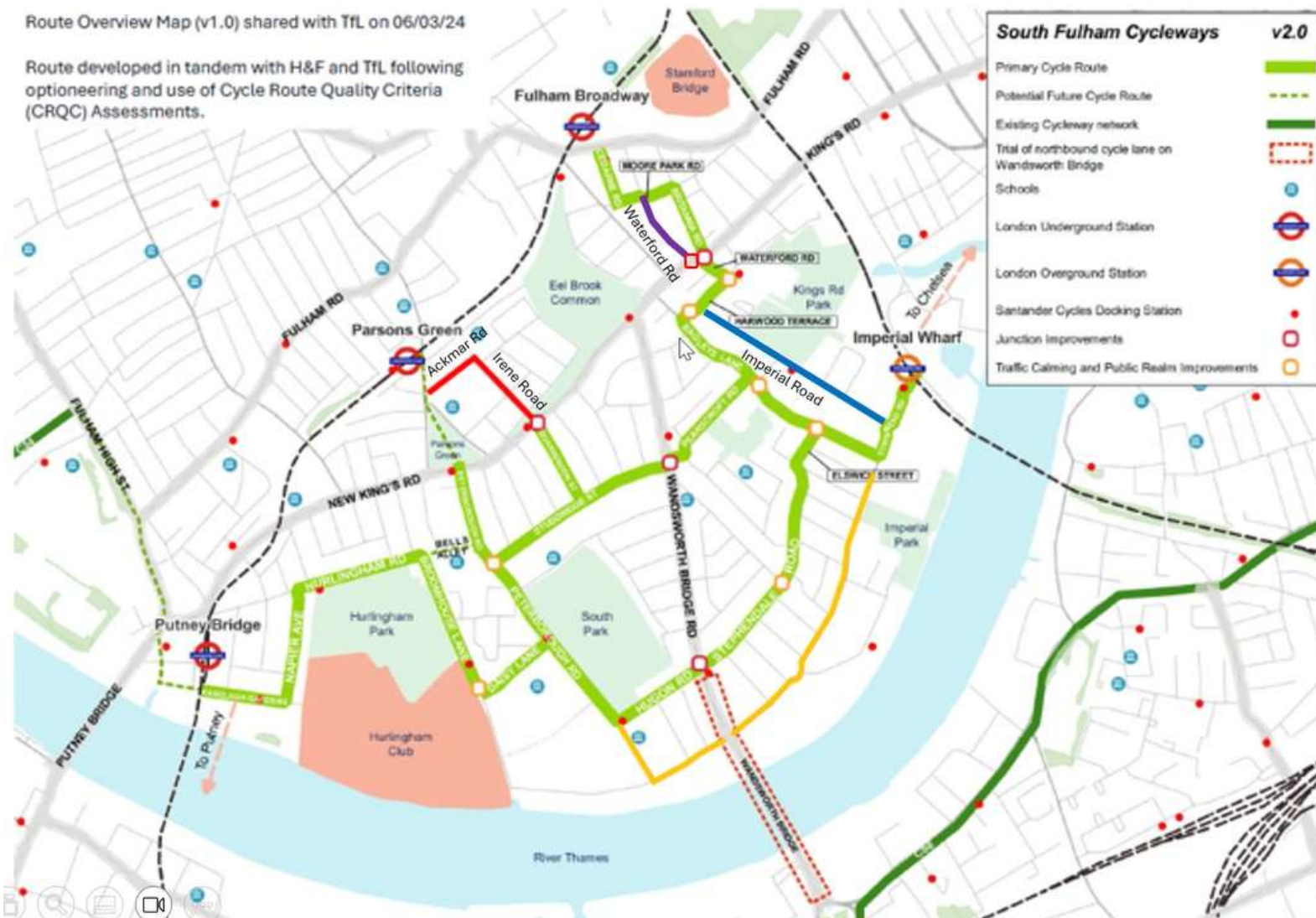
Image of cyclists using the bridge

Cycleway Schemes

LBHF is committed to delivering safe and accessible cycling infrastructure to enable active travel via cycling, here are some examples of where we are delivering such cycling infrastructure.

South Fulham Cycleways

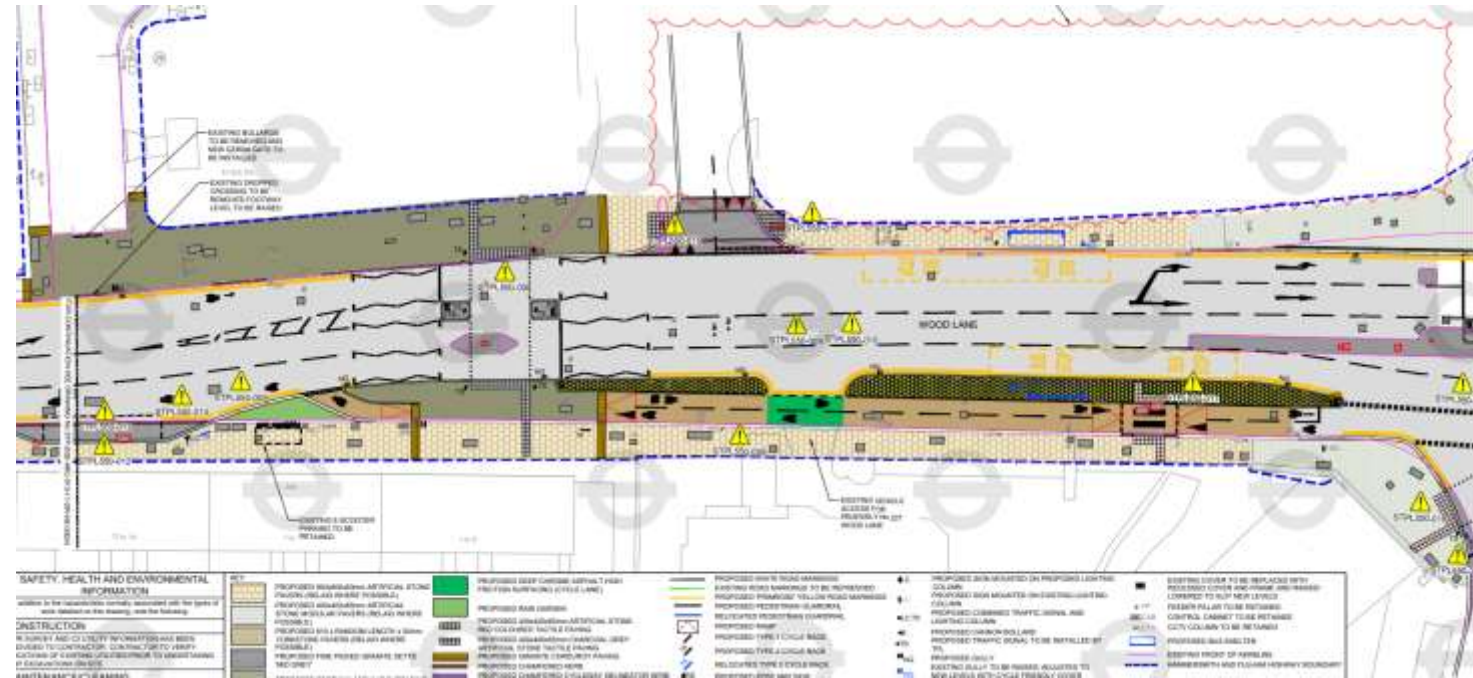
We are working with TfL to deliver improvements to cycle routes within South Fulham with particular focus on improving junctions for pedestrians and cyclists where the routes cross Wandsworth Bridge Road.



Map showing initial quietway routes in South Fulham

TfL C34 Wood Lane Cycleway Scheme

This scheme is due to start construction imminently and we are working with TfL on the delivery of the Wood Lane Cycleway scheme and to secure additional improvements such as greening and pedestrian improvements.



Design proposals for Wood Lane Cycleway

TfL C34 Holland Park Roundabout Cycleway Scheme

We are working with TfL to ensure their cycle route improvement scheme between Wood Lane and Holland Park Roundabout minimises impacts on the local community and benefits all users of the area.

The map to the right shows proposed improvements to cycle routes between Wood Lane and Holland Park Roundabout.



Other emerging cycleway schemes

- Measures to influence cyclist behaviour at floating bus stops
- King Street Cycleway Improvements
- Shepherd's Bush Green
- Scrubs Lane
- C9 Hammersmith Road



Bi-directional Cycleway on King Street with floating bus stop

Improvements to encourage walking

Street trees and tree buildouts contribute to more attractive streets, reduced vehicle dominance and act as traffic calming features.



LBHF has committed to several schemes to make walking in the borough more accessible, attractive and safer to all.



Better street lighting enhances community safety for residents who need to walk at night or in the winter months.

Pedestrian Improvement Schemes



Ensuring pedestrians have priority over other modes

Image of new zebra crossing on North End Road





A six-week game across the borough held in March and April 2024, aimed at promoting walking and active travel across all age groups.

Supported by a series of events and activities to raise awareness of local provision, enable more sustainable behaviours, and help connect people to where they live and promote a stronger sense of belonging and community.

Beat the Street



13,276
players
(7% of the population)



95,151
miles travelled



Improved life satisfaction
for adults, equating to an
economic benefit of **£169/**
adult



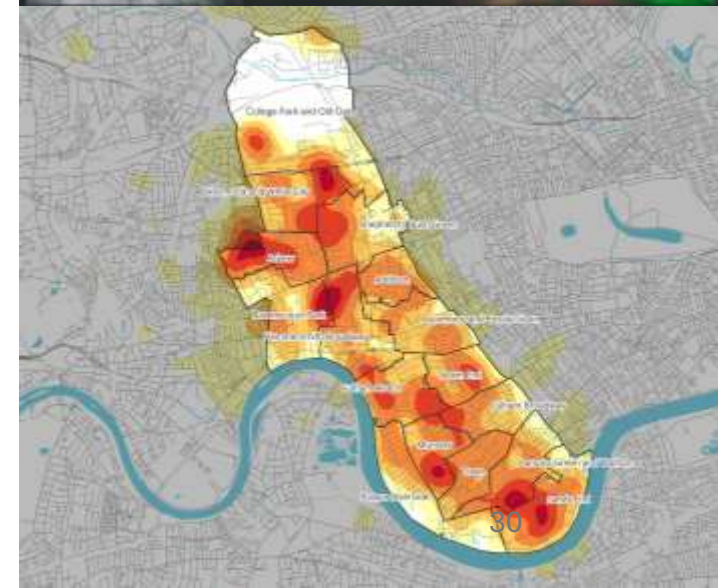
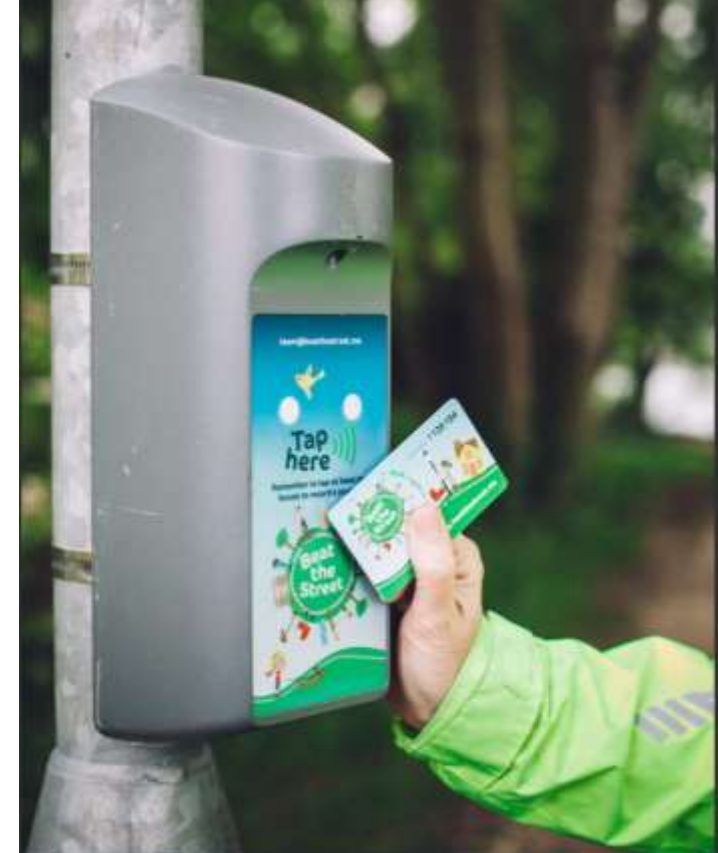
Decrease in
adult car travel and
school trips



A rise in the percentage
of children walking for
fun daily



Reduction in
physical inactivity



School Streets Plus



Plus measures
could include
green screens,
cycle and
scooter parking,
raingardens,
and more

School streets are temporary road closures at the beginning and end of the school day, which promotes active travel to and from schools, while making the roads around our schools less polluted and safer for everyone.

We currently have 4 school streets implemented, with a consultation currently open on a fifth, and have tested the feasibility at around 30 schools.

Our current school streets:

- Sir John Lillie primary
- Wendell Park primary
- Holy Cross RC primary
- Melcombe primary

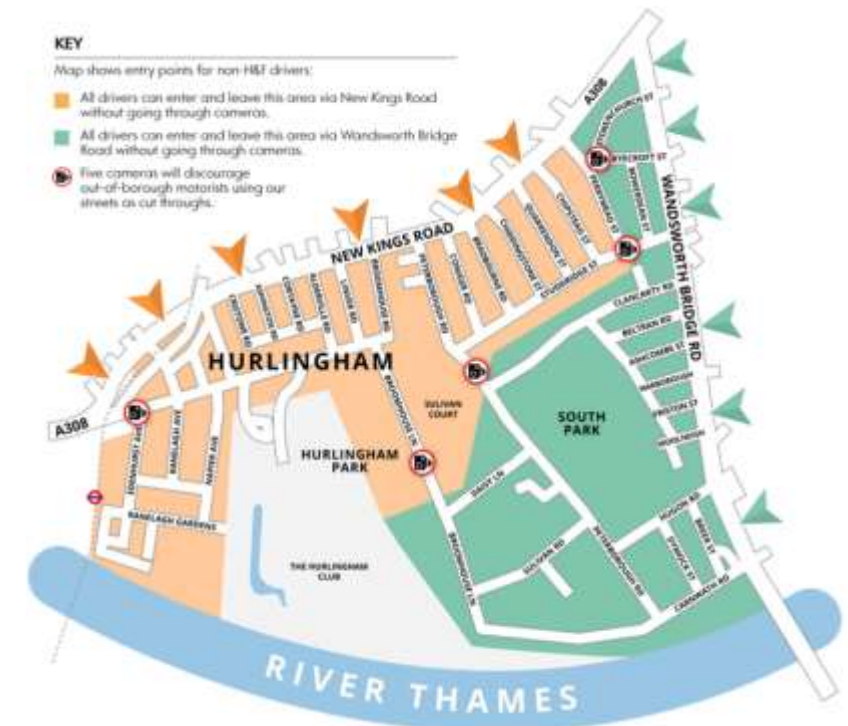
Clean Air Neighbourhoods

The South Fulham Clean Air Neighbourhood consists of two areas to the east and west of Wandsworth Bridge Road.

After extensive trials, the East scheme was made permanent in December 2021, and the West scheme in March 2024.

Data shows that 15,000 fewer cars per days are using residential streets as cut-throughs in South Fulham. This makes our roads are quieter and safer for pedestrians and cyclists.

There have also been reduction in carbon emissions from fewer trips, reduced air pollution and noise – improving the overall environment for residents.



A map of the West scheme



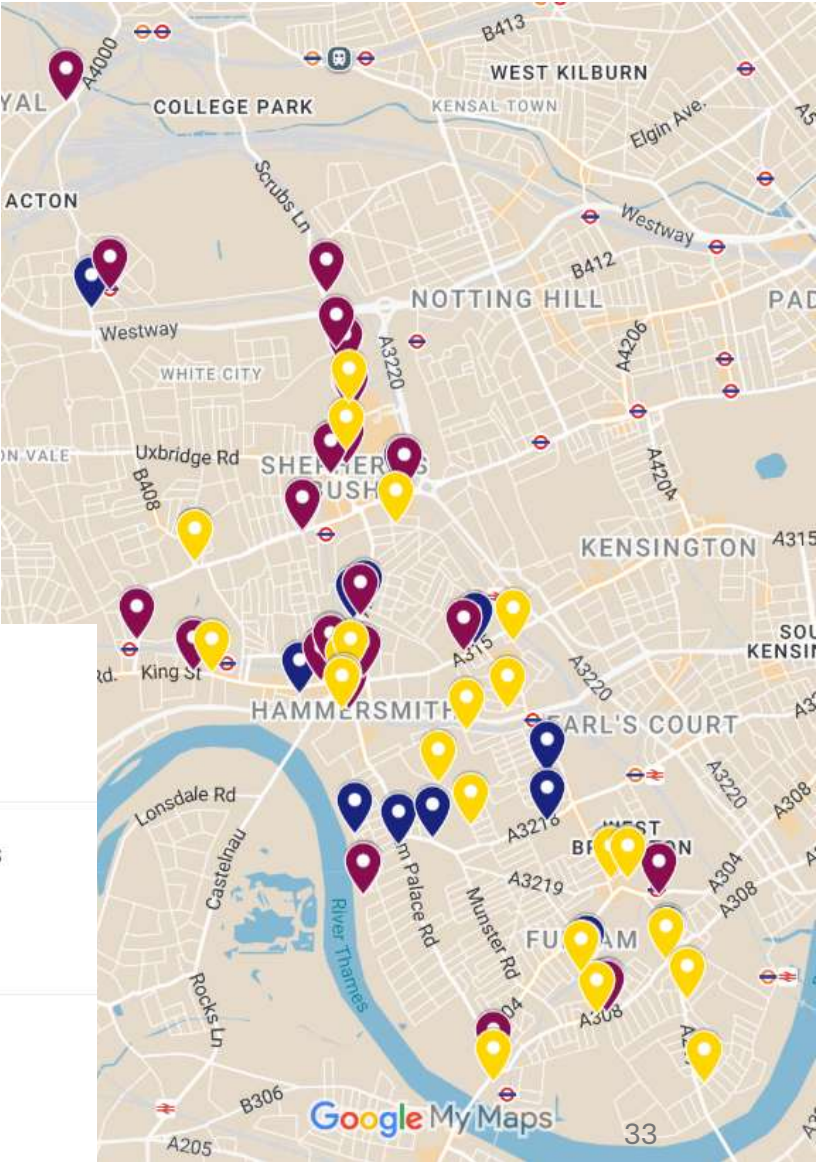
Enforcement of footway obstruction

Micro-mobility

There are now 94 micro-mobility hire bays delivered (mixture of e-bike bays, e-scooter bays and shared use bays) with a total capacity of 676 bikes/scooters. A further 42 sites for bays going out for consultation on 25th April with more following.

Action to improve behaviour and parking continues alongside an aim to improve scheme management by operators.

A map of the location of micro-mobility bays in the borough



Existing E-bike bays

📍 All items

Existing E-Scooters bays

📍 All items

Shared Use bays

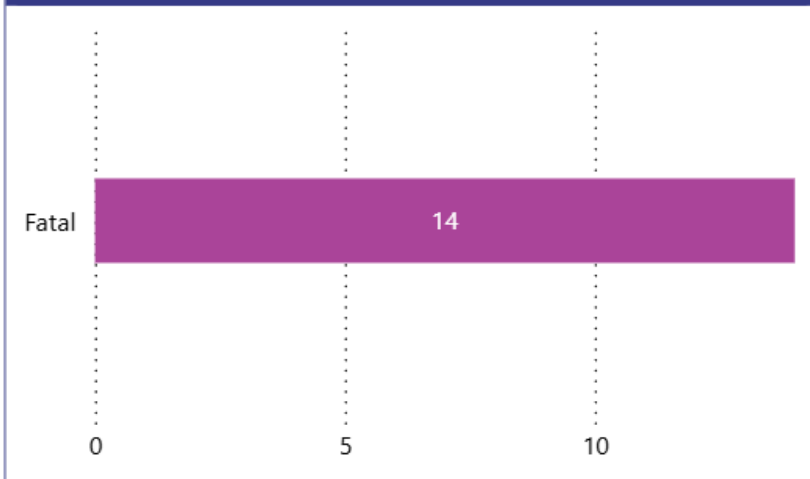
📍 All items

Shared Use
Micro-mobility
Bay

Background road collision data

Fatalities in the Borough (TfL Data - period 01/01/2019 – 30/11/2024)

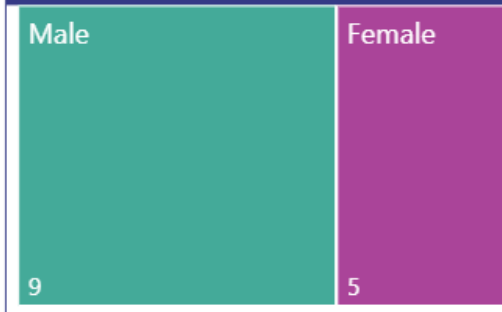
Casualties by casualty severity



Total casualties

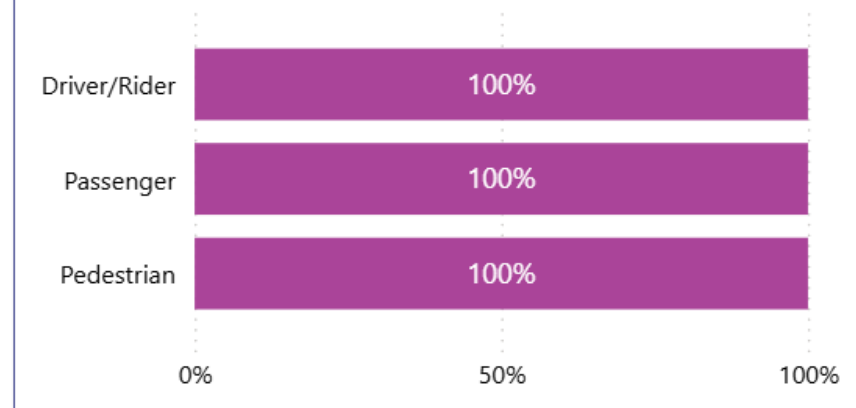
14

Casualties by gender

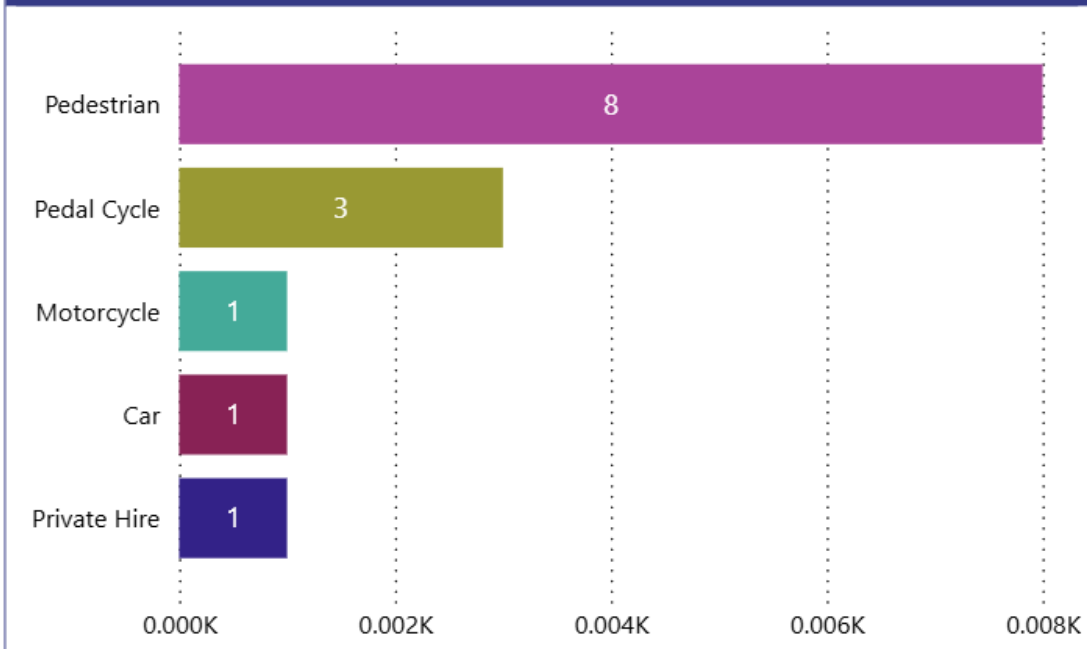


Casualties by casualty class and severity

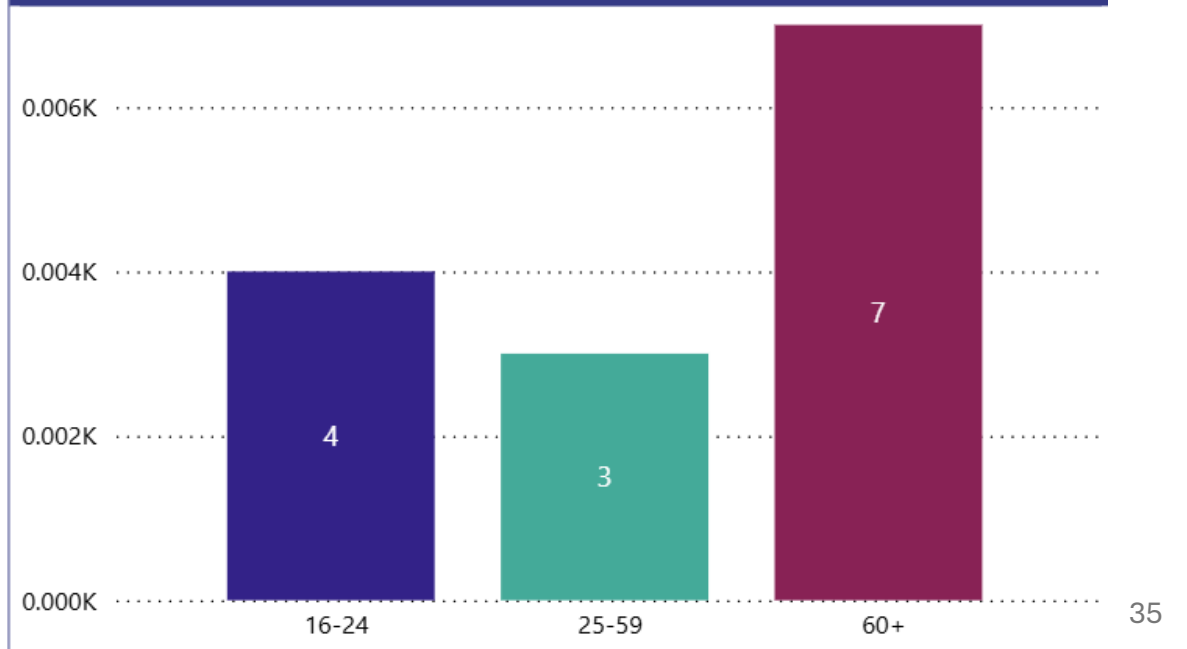
Casualty Severity ● Fatal



Casualties by casualty mode of travel



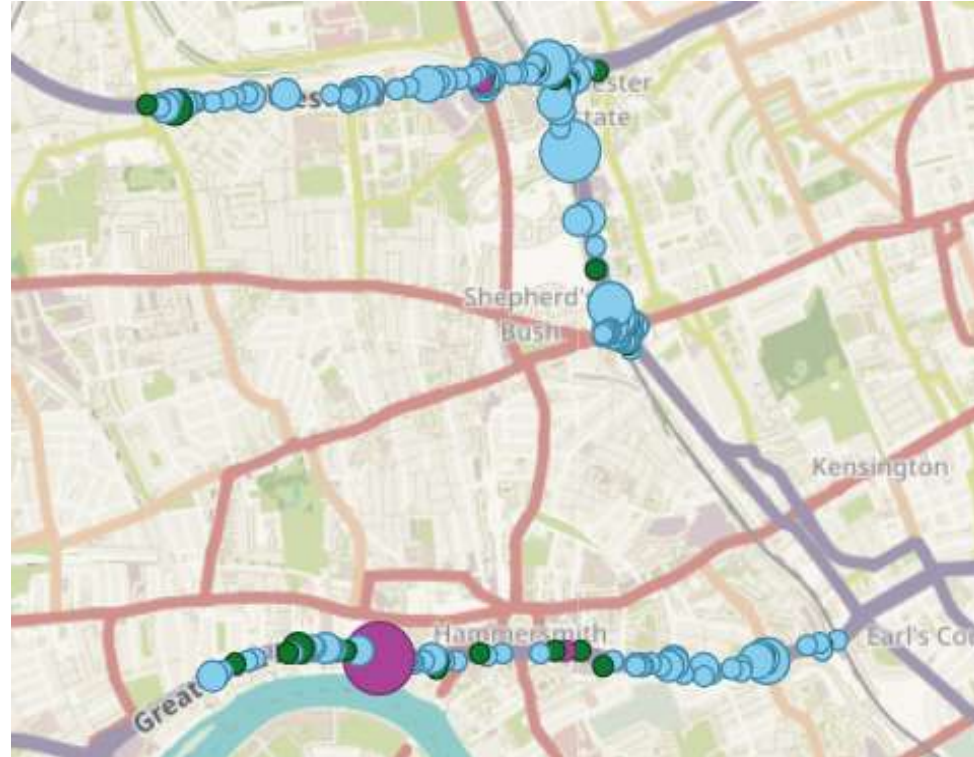
Casualties by age band



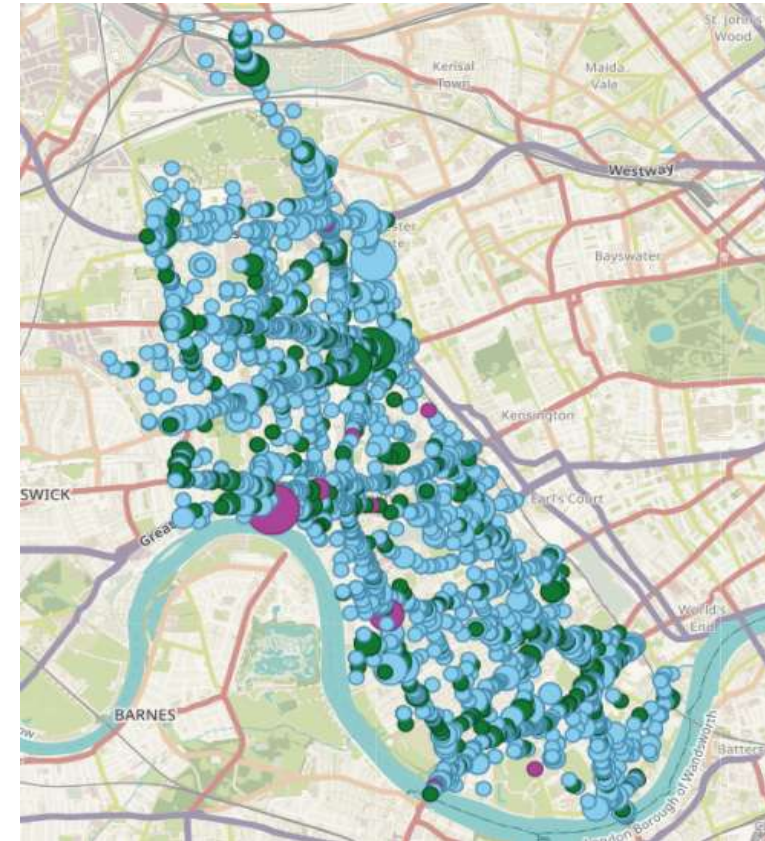
Highway authority – Casualties



This map shows all collisions in the borough across **H&F roads** in the same period totalling **3282 collisions**.



This map shows all collisions in the borough across only the **TFL Road Network** in the same period, totalling **279 collisions**.



This map shows all collisions in the borough across **all road networks** from 01/01/2019 – 30/11/2024 – totalling **3561 collisions**.

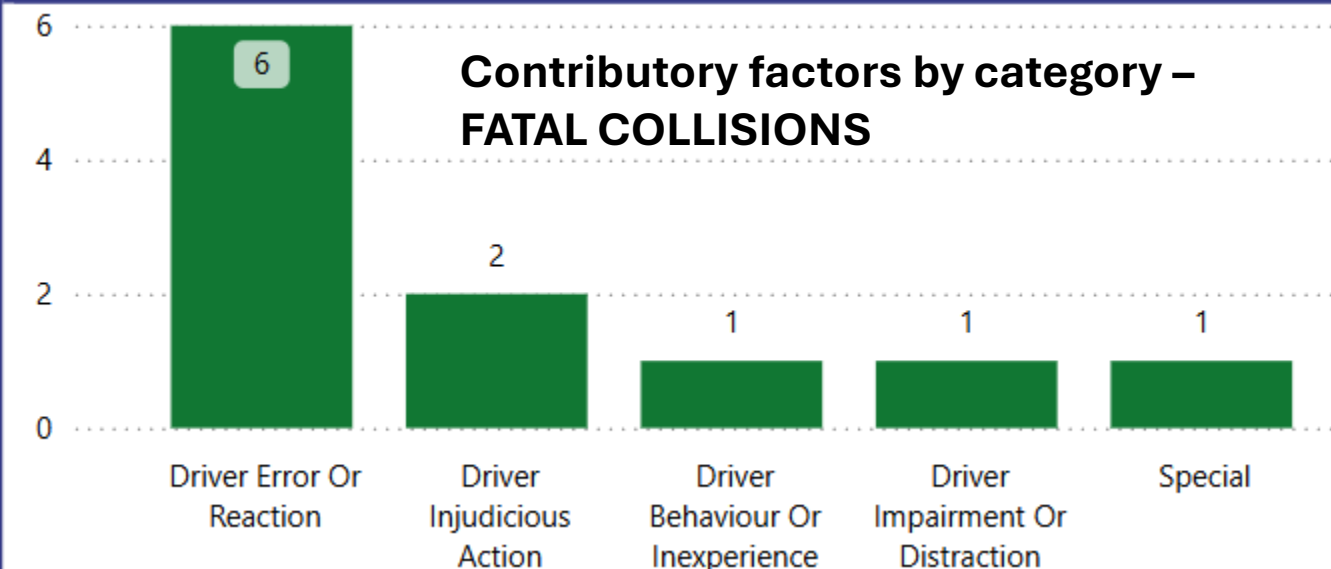
Contributory Factors of collisions (01/01/2019 – 30/11/2024)

Contributory factors by category

Factor Category	Attendant Count (Adjusted)
Driver Error Or Reaction	1,630
Driver Behaviour Or Inexperience	383
Driver Injudicious Action	328
Driver Impairment Or Distraction	211
Driver Vision Affected By	210
Road Environment	140
Special	74
Vehicle Defect	25

Specific CFs – Fatal Collisions

Collisions by vehicle CFs CATEGORIES



Contributory Factor	Attendant Count (Adjusted)
FAILED TO LOOK PROPERLY	5
AGGRESSIVE DRIVING	1
CARELESS/RECKLESS/IN A HURRY	1
DISOBEYED AUTOMATIC TRAFFIC SIGNAL	1
DISTRACTION OUTSIDE VEHICLE	1
LOSS OF CONTROL	1
POOR TURN OR MANOEUVRE	1
STOLEN VEHICLE	1
TRAVELLING TOO FAST FOR CONDITIONS	1
VEHICLE IN COURSE OF CRIME	1