

Appendix 2: Cycle Strategy Summary

H&F cycling strategy

We need change on our roads.

Safer roads, quicker journeys, healthier people and less pollution...

... a big part of that transformation is about cycling.

Our vision

Cycling is good for everyone, even those who don't do it.

For everyone, more cycling means

- less overcrowding on tubes, trains and buses
- fewer cars and less congestion on the roads
- less air pollution
- safer streets.

For people who cycle, it means

- huge health benefits
- very low travel costs
- often a quicker journey

These are all good reasons to get people onto two wheels whenever we can.

The council and many residents have a vision of a borough where more people actively choose to cycle.

We are determined to encourage cycling in Hammersmith and Fulham by making it make it easier and safer.

This strategy sets out how we're going to do that.

At a time when conflict between road users has become a big issue, will also be considering pedestrians and other road users.

If more people are going to cycle, we need to do more to

- protect pedestrians where cyclists may come into conflict with them
- promote mutual understanding between drivers and cyclists.

Our strategy is set out below under four headings:

1. Our target
2. Our plans for safer and easier cycling
3. Our plans for protecting pedestrians
4. Our plans for improving road safety.

This is only a summary and you can see the full strategy at www.lbhf.gov.uk/cycling.

1. Our target

More people in H&F cycle than in most parts of the country.

Six per cent of H&F residents cycle to work.

12 per cent of people who work in the borough cycle.

Fewer people drive in H&F than in London as a whole.

Most residents don't have a car, which makes H&F a safer place to cycle.

However, still only five per cent of journeys in H&F are by bicycle

Our target is for eight per cent of all journeys to be by bicycle by 2031.

2. Our plans for safer and easier cycling

Major junctions

One of our most intimidating junctions is the Hammersmith Roundabout. We are working with Transport for London to design a new scheme as part of a wider regeneration project for central Hammersmith that will make the area safer for cyclists and pedestrians. There will be a separate public consultation on the detailed proposal before any new scheme goes ahead.

The Holland Park Roundabout at Shepherd's Bush Green is also a major barrier to cycling. We're working with Transport for London to develop a 'cycle hamburger' in which cyclists and pedestrians will be able to cross safely through the middle of the roundabout.

We will develop similar cycling improvement schemes for junctions at:

- Uxbridge Road and Old Oak Road
- Scrubs Lane and North Pole Road

- Fulham High Street and New Kings Road.

For each of these major junctions, we will look at advanced stop lines, cycle feeder lanes or continuous cycle lanes through the junctions.

Hammersmith Bridge

The historic design of Hammersmith Bridge with narrow lanes and pinch-points makes it hazardous for cyclists as vehicles try to overtake them. Enabling cyclists to ride in the middle of the road would make it safer. To do this, we are proposing, subject to consultation, to reduce the speed limit on the bridge to 20mph and to change signage and road markings.

We have recently improved the cycle track leading onto the bridge and Richmond Council is proposing similar works at its end.

More cycle superhighways

Superhighways are major cycle routes into central London, providing faster and more direct segregated routes. We are working with Transport for London on two routes through the borough to make sure they connect well with our local cycling network and cater for people of all levels of ability and fitness, not just super-fast cyclists.

- East-west superhighway
As it passes through H&F, this proposed new superhighway from Acton to Tower Hill will consist of a two-way, segregated track along the elevated A40 Westway. Transport for London is running a public consultation on this stretch of the route before plans are finalised.
- The A315
We are working with TfL to develop plans for segregated cycle tracks along King Street and Hammersmith Road, between Hounslow and Kensington.

[Insert Map](#)

Quiet ways

Working with Transport for London, we have identified five potential “quiet ways” to cater for less confident cyclists and those looking for a slower pace. These are:

- from Hammersmith Bridge to Hounslow via the Thames path
- from Putney Bridge to the east-west superhighway at White City, via Hammersmith and Shepherds Bush
- from Putney Bridge to Earl’s Court
- from East Acton to Kensington and Chelsea border
- from Earl’s Court to King Street.

Our priority will be to work with neighbouring boroughs to make sure our new quiet ways meet up with theirs and that we bring them in at the same time.

20mph

Roads are safer for cyclists when traffic is slower. About a third of our residential roads already have 20mph speed limits and we have consulted the public on a new 20mph speed limit on all roads except the major Transport for London roads. The response has been positive and if the 20mph limit goes ahead, one of its major benefits is expected to be to make cycling and walking safer.

One of the main factors preventing people from cycling on our roads is the speed of traffic. With a slower overall speed, more people could be encouraged to cycle. It should also reduce the likelihood of people cycling on the pavement, making it safer for pedestrians too.

Slower speeds through junctions would mean less chance of collisions. Two-thirds of collisions involving serious injuries to cyclists take place at junctions.

New kinds of cycle lane

We are planning a trial of a new kind of cycle lane on Goldhawk Road in Shepherds Bush, providing added protection by installing raised traffic separators such as 'armadillos' – small, low-level bollards. If this is successful, we will consider other locations too.

Cycle hire

We have 60 London cycle hire docking stations in H&F. Cycle hire is increasingly popular and we would like to see the scheme expanded to cover the whole borough, possibly with contributions from developers.

3. Our plans for protecting pedestrians

Tackling illegality

More cycle space should not come at the expense of pedestrians or bus passengers. Cycling on the pavement and jumping red lights is illegal and causes considerable stress to pedestrians.

Our cycling improvements will reduce instances where cyclists resort to pavements to avoid particularly hazardous sections of road. Our training programmes also concentrate on building cyclists' skills and confidence so they don't feel they need to use pavements.

The police, not the council, are responsible for enforcing road traffic laws and issuing fines. We will work proactively with the police in helping them take action against illegal cycling and in promoting responsible cycling, highlighting hot spots that are of particular concern to residents.

Thames Path

The Thames Path is a safe and useful route for both pedestrians and cyclists but is also an area of considerable conflict between the two. Pinch points, particularly around riverside pubs, add to the stress. We are working with local residents' groups to reduce this conflict by:

- Giving pedestrians higher priority
- Redirecting cyclists around pinch points
- Adding sunken roundels in the paths showing the preferred routes for cyclists
- Installing rumble strips to slow bikes down
- Encouraging more blitzes by the parks police on unsafe cycling.

4. Our plans for improving road safety

Safer lorries

Heavy lorries are involved in the majority of cyclists' deaths on the roads, despite accounting for only five per cent of traffic. We are working with Transport for London to support their plans for a London-wide lorry safety scheme to make sure all lorries in London are fitted with side guards and extended-view mirrors. A public consultation has been held and the next stage now involves enacting new regulations, reinforced by training and awareness programmes.

H&F Council is one of the pioneering boroughs providing 'Exchanging Places' training courses which put lorry drivers on bicycles and cyclists in trucks to promote mutual understanding. We have also worked with Transport for London to develop a professionally accredited training course for lorry drivers and we have set aside funding for places on a Safer Urban Driver training programme for drivers of large goods vehicles in the borough.

We will ensure our own council vehicle fleet meets tough new standards.

Cycle training

We provide free or subsidised adult cycle training for anyone living, working or studying in the borough, as well as cycle training in schools. Courses are based on the Bikeability programme for both experienced and beginner cyclists.

The courses are an important part of our efforts to encourage better behaviour on the roads and help people learn how to share the space with other road users.

School travel plans

We work with all schools to develop individual travel plans which encourage children to cycle. Over the last ten years the number of parents dropping children by car has fallen by a fifth to less than 15 per cent of pupils' journeys. Quiet ways will be designed to help reduce this figure further.

Parking

We are committed to providing good street parking. We know that although there are 2,050 cycle stands in the borough, a lack of secure parking can still deter people from cycling in the borough. This can be a particular problem for people who live in flats with nowhere to store their bikes.

When developers apply for planning permission, we will in future ask them to provide secure and convenient cycle parking, and contributions towards the London cycle hire scheme.

We will test innovative on-street parking systems.

Fear of having your bike stolen is a serious disincentive to cycling. We will support the police in reducing bicycle theft and catching thieves by offering serial number marking, identifying hotspots and developing more secure parking systems located in areas with active surveillance.

Cycling forum

We will set up an online forum for local cyclists to exchange views and ideas and to get involved in developing better cycling facilities across the borough.

We will also improve the existing cycle toolkit, available on the council website, to help encourage more cyclists. The toolkit includes links to training courses, cycling maps, help with bike maintenance, advice on cycling safely and local events for cyclists.

Can we persuade you to cycle now?

Improve your health

Cycling helps people keep fitter, healthier, more alert and less stressed. There is research to show that cyclists are less exposed to air pollution than drivers and their passengers.*

Save yourself money

Cycling is a cheap way to travel – and a cheap way to get great daily exercise.

Get around easily

H&F is mostly flat, which makes cycling easy. The borough has some good cycle routes and we're making them better.

Improve our air

More than 200 H&F residents a year die because of air pollution. Getting more people out of cars and onto bicycles helps improve air quality for everyone.

Improve our roads

More cycling and fewer car journeys mean less congestion and traffic noise – and helps buses run on time.

Help yourself and help others

Cyclists help the local economy as they are more likely than drivers to stop and shop locally. And they help the NHS and employers as they are less likely to fall ill and take time off work.

More about cycling in H&F

Copies of our full cycle strategy can be found on our website at www.lbhf.gov.uk/cycling.

If you have any suggestions or questions about cycling, we would love to hear from you. Call us on 202 8753 XXXX or email XXX@lbhf.gov.uk.