



# CYCLING STRATEGY 2015



Safer roads, quicker journeys,  
healthier people, less pollution

**h&f**  
hammersmith & fulham



## 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.

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 & 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, we 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.



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## OUR TARGET

● Our strategy is set out under five headings:

- 1 Our target
- 2 Our plans to make cycling less intimidating
- 3 Our plans for protecting pedestrians
- 4 Our plans for improving road safety for all
- 5 Other improvements



**Our target** is to increase the share of all journeys in H&F which are made by bicycle from **five** per cent to **eight** per cent.



This is only a summary and you can see the full strategy at [www.lbhf.gov.uk/cycling](http://www.lbhf.gov.uk/cycling)



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## OUR PLANS TO MAKE CYCLING LESS INTIMIDATING



## ● Improving major junctions

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One of our most intimidating junctions is the Hammersmith Gyratory. 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 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.



## ● Making Hammersmith Bridge safer

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The historic design of Hammersmith Bridge with narrow lanes and pinch-points makes it hazardous for cyclists as vehicles try to overtake them. 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.



## 2

# OUR PLANS TO MAKE CYCLING LESS INTIMIDATING

## ● More cycle superhighways

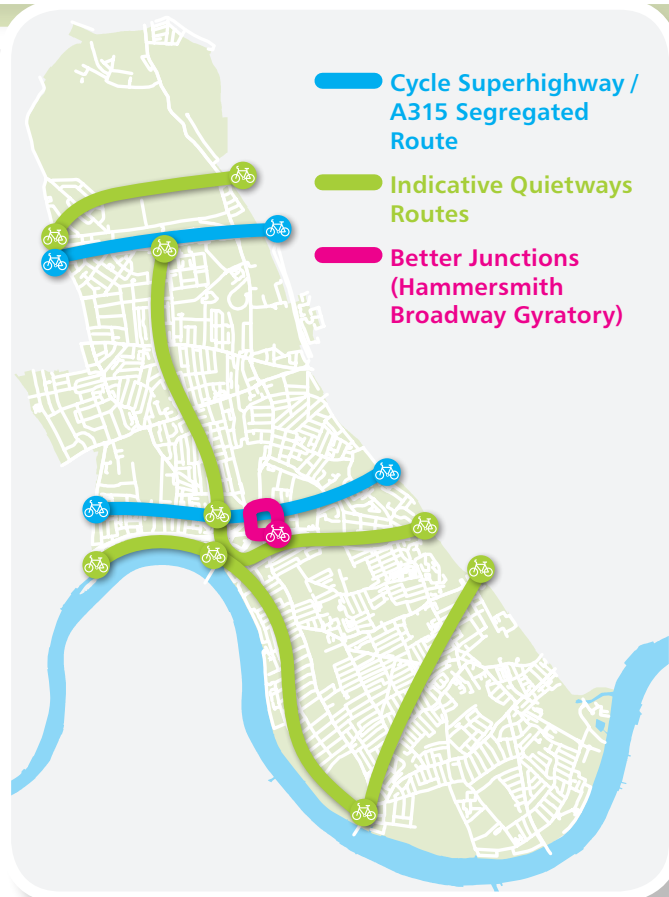
Superhighways are major cycle routes into central London, providing faster and more direct segregated routes. We are working with Transport for London on two routes through the borough to make sure they connect well with our local cycling network and cater for people of all levels of ability and fitness,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

## ● A new 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 will run a public consultation on this stretch of the route before plans are finalised.

## ● New cycle tracks for the A315

We are working with Transport for London to develop plans for segregated cycle tracks along King Street and Hammersmith Road, between Hounslow and Kensington and will consult on these plans in the future.



## ● **New quietways**

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Working with Transport for London, we have identified six potential “Quietways” 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
- Along the Grand Union Canal towpath.

We work with neighbouring boroughs to make sure our new Quietways meet up with theirs and that we bring them in at the same time.





## 2

# OUR PLANS TO MAKE CYCLING LESS INTIMIDATING

## ● 20mph proposed speed limit

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.





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## ● Cycle hire

We have more than 60 London cycle hire docking stations in Hammersmith & Fulham. 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.

We will continue to work with the police in helping them take action against illegal cycling by both cyclists and motorists.





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## OUR PLANS FOR IMPROVING ROAD SAFETY FOR ALL



### ● Priority for pedestrians on Thames Path

The Thames Path is a safe and popular 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 signage and markings 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 FOR ALL

### ● Safer lorries

Heavy lorries are involved in the majority of cyclists' deaths on the roads, despite accounting for only five per cent of traffic. Under Britain's first safer lorry scheme, heavy goods vehicles must now be fitted with side guards and extended-view mirrors, giving a better view of cyclists and pedestrians. We will work with Transport for London to enforce the new rules.

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.



## ● **Low-cost 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 off by car has fallen by a fifth to less than 15 per cent of pupils' journeys. Quietways will be designed to help reduce this figure further.





# 5

## OTHER IMPROVEMENTS

### ● Better parking

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We are committed to providing good on-street parking. We know that although we have more than 2,000 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 contribute towards the London cycle hire scheme.

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.

We will test innovative on-street parking systems.



### ● New cycling forum

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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 on the council website. The toolkit includes links to training courses, cycling maps, help with bike maintenance, advice on cycling safely and local events for cyclists.



## WHY WAIT? GET CYCLING 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 already 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 help 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

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Copies of our full cycling strategy can be found on our website at [www.lbhf.gov.uk/cycling](http://www.lbhf.gov.uk/cycling)

If you have any suggestions or questions about cycling, we would love to hear from you:

Write to: **Cycling Officer, Transportation and Highways, London Borough of Hammersmith & Fulham**  
Hammersmith Town Hall, King Street, London W6 9JU

Email: [Cycling@lbhf.gov.uk](mailto:Cycling@lbhf.gov.uk)

Tel: 020 8753 1976