

Southwark's Cycling Strategy

Unlocking the network



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Foreword

Councillor Mark Williams

Cycling for everyone.

I am delighted to present this Cycling Strategy to our borough's residents for consultation. We are committed to increasing levels of cycling in Southwark whilst making it safer for everyone. We want cycling to be something everyone does, just another way of getting round our borough and as easy as walking. In recent years we have seen levels of cycling increase in Southwark. We want to build on this and provide the infrastructure, education and information to get even more people cycling. We want to hear from our residents, particularly those who don't currently cycle, to find out what changes we need to make to get them cycling. We will unlock a cycling network, starting with a new north-south Southwark Spine that will run the entire length of our borough. This will complement existing plans for cycle superhighways and quietways, forming the basis of a comprehensive cycling grid. By working together we can significantly increase the number of people cycling from all backgrounds. I look forward to hearing your thoughts on how we can achieve this.

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Executive summary

A new approach for Southwark.

Our approach is different from what we have done in the past. We have a vision that cycling will be for the many in Southwark, not just the few – the natural choice for getting from A to B - with attractive routes away from large vehicles or fast moving traffic. We want to prioritise cycling, and reallocate road space to cyclists and pedestrians. We are taking our vision and engaging with our communities, listening to their needs – both for now and the future – to design a connected infrastructure and support for existing and future cyclists.

Southwark Spine cycle route

Our first priority is to deliver a completely new, high capacity strategic cycling corridor with clear space for cycling, running the whole length of our borough. This will form the central spine of our network, linking the new north-south cycle superhighway to Dulwich and beyond and complementing the quietways. The route will be cohesive, direct, safe, attractive, comfortable and easy to navigate for all ages and abilities. It will be physically segregated in areas of heavy traffic or large vehicles, with different signals to prioritise cyclists at junctions. On streets with moderate traffic, and fewer large vehicles, the road layout, including parking, will be reallocated to provide for cycling and walking. On residential streets, traffic will be heavily calmed or designed out. Links through parks and open spaces will be direct and designed to avoid conflict with other users.

We recognise that developing a cycle network is more than delivering strategic cycle routes. It is about catering for all trips people want to make. The spine of our network will be complemented by other routes such as the quietways, superhighways and neighbourhood routes.

Six interconnected principles People who cycle are of all ages and abilities. The design of cycle routes, infrastructure and programmes needs to reflect this diversity and satisfy a wide range of requirements. To ensure cycling becomes a mainstream activity enjoyed by everyone in Southwark six interconnected principles have been developed.

- Principle 1: Stress free cycling
- Principle 2: Cycling as a priority
- Principle 3: Cycling for everyone
- Principle 4: Cycling for health and wellbeing
- Principle 5: Cycling as an investment
- Principle 6: As easy as walking

These principles are informed by Dutch and Danish best practice and sit at the heart of our strategy. We have investigated London and international best practice, and profiled Southwark best practice as case studies, using both to inform illustrative future projects to be undertaken.

Unlocking the network We need to look at how the entire transport network works. In the past, we have not always looked at the network as a whole. This has resulted in gaps and inconsistencies. Using the Roads Task Force (RTF) methodology, or a similar methodology, we will review our entire network and define the function of all of our streets. We also need local knowledge. We are asking cyclists and non-cyclists to tell us how journeys could be more cohesive, direct, safe, attractive, comfortable and easy to navigate: the missing links. This includes cycle parking, as well as programmes to encourage people to start cycling. A framework and stronger cycling policies will be included in the New Southwark Plan. This will ensure that the missing links are identified and addressed as part of both the planning and investment processes and that we can continue to unlock the network over time.

Consultation and engagement This is just the start of the process. We have already started work through our early engagement processes, consulting groups such as the Cycling Joint Steering Group (CJSG) as well as other key stakeholders. As part of the engagement and consultation process we will be asking our communities for details of local journeys, whether or not they cycle, and to identify the barriers that they experience. We will collate these details and include them in the framework. The public consultation will be held during November 2014 to January 2015.

Next steps We are consulting on the cycling strategy in parallel with the New Southwark Plan. Once the public consultation period is finished, we will consider all the comments received and prepare the cycle network framework and phased delivery programme. We will continue speaking to our Dutch and Danish critical friends who will provide expert advice to us on proposed interventions and phasing. Southwark's cycling strategy will be adopted by the council in March 2015.

Introduction

Cycling levels in Southwark are growing each year.

We have reached a tipping point. Our borough has the sixth highest percentage of resident commuting cyclists in London, and we host a great number of cyclists who travel through our borough on a daily basis. Three of the busiest locations for cycling, Blackfriars Bridge, London Bridge and Elephant and Castle are gateways or located in Southwark. Many trips are cycled in Southwark every day, to school, the shops or just around the park with friends. Southwark Council continues to invest in infrastructure, training and education. We are committed to the expansion of cycle hire, with usage continuing to grow, and the delivery of new cycle superhighways and quietways routes. We need to do more.

Population and employment growth, cultural changes, the health and economic costs of physical inactivity and increasing demands on

Cycling is the future

To future proof Southwark for cycling we have identified that we need the following:

- A better understanding of demand and a more strategic approach to network planning
- More ambitious, cohesive and inclusive infrastructure programmes
- Better engagement with those who currently do not cycle and promotion of cycling to a broader cross section of our community

our transport network require a response to ensure a sustainable future. We believe that cycling is the future. We need to plan for that future.

This strategy outlines how we aim to make cycling the natural choice for getting from A to B for everyone, with safe attractive routes away from large vehicles or fast moving traffic. We will prioritise cycling and reallocate road space to cyclists and pedestrians. By doing this we will ensure that we are improving our streets not just for cycling, but also for walking, and supporting the growth of our local economy.

We are returning to first principles, gathering an evidence base. We have some but we need more. We are asking our communities to help us develop our knowledge base and share their experiences, identifying improvements to unlock our cycling network. We recognise that cycling is not just about providing a network; this is just one element in creating a cycling culture. We have adopted an approach that celebrates our diversity, with inclusive design and community leadership core objectives. Most of all we want cycling to be fun!

Join us. Comment on our ideas. Send us your suggestions.

Symbols

Throughout the strategy, we have identified areas where we need either more information, changes to policy, to lobby for changes or require funding. To make these areas easy to find, we have highlighted them with a symbol.



More information is needed



A policy change is required



We need to lobby central government or other organisations



We need funding

Our Vision

We have a vision for cycling in Southwark.

In Southwark, cycling will be for the many, not the few – the natural choice for getting from A to B. Whatever your needs, you will find an attractive route and one that does not involve sharing the road with large vehicles or fast moving traffic. We will increase the number of cyclists, cycle trips and reduce the number of cyclist casualties. The improvements we will deliver for cycling will make Southwark a better place for all of us.

Amanda Hanbury

Amanda cycles because it is easier than walking, using cycling as a mobility aid.



The Opportunity

“The relationship between where people live, work, study, shop and ‘play’ is at the heart of the transport challenge.”

Transport for London, London
Infrastructure Plan 2050: Transport
Supporting Paper, 2014

Southwark now and in the future.

Geography and land uses Southwark is a great place to cycle in. It is 10km long and just over 5km at its widest point making every destination easy to cycle to. It is bounded by the River Thames to the north. It has many parks and interesting spaces. Spread across the borough are libraries, sports and leisure centres, not to mention schools, doctors' surgeries, shops, cafés and restaurants. Everything you need is easily walked or cycled to. Our major employment hub is in the north west of the borough, extending from London Bridge west to Blackfriars Road, east to Bermondsey and south to Elephant and Castle. Other more localised employment areas include Surrey Quays, South Bermondsey, Camberwell, Peckham and around East Dulwich. Key attractions in the north of the borough include the railway stations, the Shard, Guy's Hospital, Borough Market, Southwark Cathedral, London South Bank University, Tate Modern, the Globe Theatre, University of the Arts, London College of Communication and Camberwell College of Art. We have many hospitals, clustered in Denmark Hill and London Bridge. Our shopping destinations in Elephant and Castle, Rotherhithe and Peckham are important destinations, drawing from a wide area both from within and outside of the borough. Dulwich is another key attraction, home of the world's first purpose-built public art gallery, the Dulwich Picture Gallery, with Dulwich Village retaining almost all of its original 18th and 19th century buildings.

Regeneration and development Southwark is London's most dynamic borough. A significant amount of the borough is under regeneration, with developments valued at around £4 billion. The creation of new neighbourhoods offers a unique opportunity to unlock the cycling potential of areas. We can support cycling from the outset with the advantage of built-in infrastructure, such as high levels of cycle storage or cycle hire, and connected, attractive, and inclusive routes. Key regeneration areas include the Aylesbury, Bermondsey Spa, Borough, Bankside, London Bridge, Canada Water, Elephant and Castle, Peckham, Camberwell and Old Kent Road.



Image for illustrative purposes only

Southwark
Regeneration areas

Image courtesy of Matt Johnstone

Population growth and density Southwark's resident population is now 293,530. It is estimated to grow by over 60,000 people over the next 10 years and by 2050 by almost 150,000 people: a 51 per cent increase.¹ Southwark is already densely populated, with 9,992 persons/sq km. With population growth Southwark will become even more densely populated. Managing the demand on our already stretched network is a key priority. Increased density, if development is designed well, will enable even more trips to be cycled as the places we live, work, study, shop and play in come closer together.

Employment growth Employment growth in Southwark is forecast to increase over 30 per cent by 2050.² It is expected that the physical clustering of jobs will remain as important as ever, with continued demand for office space in central London. Cycling makes sense for business, with increased productivity by healthy staff. Deliveries, particularly for the last mile, by cycle is a cost effective solution.

Cycle Demand Study

The 2013 Southwark Cycle Demand Study detailed existing and future demand, proposing several strategic routes to unlock the cycling network, including a north-south cycling route. The study indicated that there is strong demand from all parts of the borough to destinations in the north, and to the City of London and Westminster. There is also local demand for shopping destinations, leisure opportunities and schools. To view the complete study visit www.southwark.gov.uk/downloads/download/3752/

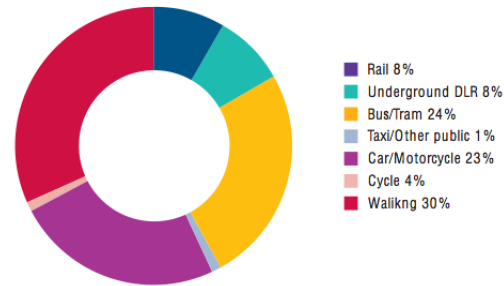
Travel patterns and demand management Associated with an increase in population and employment growth, an increase of 35-40 per cent in the number of trips is estimated by 2050, with even higher demands for public transport expected.³ Many areas of our borough do not have access to the Underground or rail network. We know that many trips made by car or public transport can be cycled, with 8km regarded as a medium distance to cycle, taking approximately 30 minutes to travel.⁴ We also know that cycle journeys tend to be more predictable. There is also potential for cycling to public transport, extending access to public transport in the south of the borough.

¹ GLA, 2014, Draft London Infrastructure Plan 2050

² GLA, 2014, Draft London Infrastructure Plan 2050

³ TfL, 2014, London Infrastructure Plan 2050: Transport Supporting Paper

⁴ TfL, 2010, Analysis of cycling potential

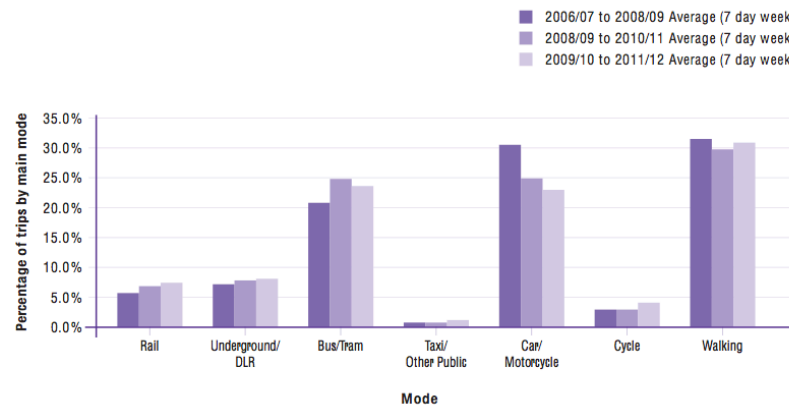


Mode share by Southwark residents

TfL, London Travel Demand Survey, 2013

Car ownership and use Car ownership and use has continued to decrease in Southwark. The dramatic fall in motor traffic levels in the last decade provides the opportunity to reallocate road space to cycling, including along the Principal Road Network, and walking. TfL's analysis of cycling potential in Southwark showed that 47 per cent of trips made by motorised vehicles could be cycled.⁵

Reallocate road space There is an opportunity to reallocate parts of the carriageway to cycling. This will involve some difficult decisions but we will be mindful of congestion impacts, particularly for buses. This should not have an impact on the walking network and any improvements to the cycling network will need to take into account pedestrian use, and the dual need to create a cohesive, direct, safe, attractive, comfortable and easy to navigate walking environment.



Modal shift by Southwark residents

TfL, London Travel Demand Survey, 2013

⁵ TfL, 2010, Analysis of cycling potential

Delivery of goods Consumer shopping habits affect the transport network with home shopping a growth area. Goods are usually delivered by a courier van. There are significant costs associated with failed deliveries, with estimates that failed deliveries will cost £771m in the UK in 2014, not including the cost of decreased productivity in lost waiting times and the environmental costs.⁶ Heavy Goods Vehicles (HGVs) on our roads are also a problem, disproportionately involved in cyclist collisions.⁷ While HGVs are required, particularly for construction, there are things we can do to increase the number of deliveries made by cycle, and place restrictions and requirements on HGV drivers, their vehicles and movements through the planning system and construction management plans.

Leadership We have strong community leadership in Southwark, particularly in cycling. Southwark Council coordinates the CJSG. To attract a greater number of cyclists, we need to broaden our stakeholder list and engage with non-cyclists. We also need to engage with local cycling businesses to support this emerging economy and to get their views on how to improve cycling in Southwark.

Cycling Joint Steering Group

The Cycling Joint Steering Group (CJSG) was set up in 2012 by Southwark Council and the Southwark Cyclists, the local London Cycling Campaign group, as part of the early engagement process. The group was soon expanded to include RoadPeace, Living Streets, Twenty is Plenty, Better Bankside, Wheels for Wellbeing and The Open University. The group meets once every two months to discuss schemes and issues regarding cycling in Southwark.

⁶ IMRG, 2014, UK Valuing Home Delivery Review

⁷ TfL, 2013, Safer Lorry Scheme: The Way Forward

Reclaiming our cycling culture There is no longer a broad based culture of cycling in Southwark, or indeed in London. Historically the bicycle, affordable and easy to use, represented freedom. By 1949 over one-third of all journeys in the UK were cycled.⁸ It was not until after the Second World War, when car ownership became an aspiration and more affordable, that bicycle use declined, seen as something for leisure, children or less affluent households. We can attract new cyclists from a broader demographic and reclaim our lost cycling culture through targeted marketing campaigns and innovative programmes. We can promote cycling to businesses as making economic sense, with the provision of more cycle parking at workplaces and shopping destinations. We can also support our cycling businesses through our business networks and with initiatives such as the High Street Challenge.

Increasing healthy life expectancy Switching short journeys from inactive modes, car or public transport journeys, to active modes (walking and cycling) would deliver enormous health benefits, improve air quality, and increase the healthy life expectancy of Southwark residents. Southwark is the 12th most deprived borough in London, with significant numbers of low-income households. Just over 30 per cent of children under 16 years in Southwark are living in poverty. Children in Southwark also have worse than average levels of obesity. Nearly 14 per cent of children aged 4 to 5 years, and 26 per cent of children aged 10 to 11 years are classified as obese. Cycling is one of the most equitable forms of transport due to its relative affordability. By improving access to cycling we can create more active communities, improve mobility and access to opportunities.

⁸ London School of Economics, 2011, Gross Cycling Product Report

“Physical inactivity costs society in terms of poor health, absence from work and lower productivity, healthcare and social care. These costs are not just for those who are sick but also those who care for them and wider society.”

Greater London Authority,
2014, Transport and Health
in London

Diversity Southwark has a diverse population, evenly split between males and females. 60 per cent of the population is from a black or ethnic minority background. Existing cyclists are predominantly 25 to 44 years old, white and male.⁹ There are significant gains to be made if we have a broader demographic, such as women, older people and people from ethnically diverse backgrounds cycling.¹⁰ Everyone should be able to cycle in a way that suits their background and lifestyle.

Young people and families The relative youth of our population, with 42 per cent of Southwark's population aged 20 to 39 years old, offers a significant opportunity to increase cycling. We have a high student population and a number of universities. The affordability of cycling can be promoted to our students. We also need to design for families as more residents decide to counter the trend of moving out of London and raise their children in the borough. The promotion of cycling as a fun family activity is a key opportunity. If people start cycling in Southwark they will go on to cycle throughout their life.

Older and disabled people Cycling is low impact and can be used as a mobility aid, making it an ideal form of exercise and transport for older and disabled residents. Recent research suggests that older people's participation in cycling is unusually low in London compared to other European countries and some UK cities. Ensuring that older people and disabled people are represented in marketing campaigns can counter this trend and address the perception that disabled people can't cycle.

⁹ TfL, 2010, Analysis of Cycling Potential

¹⁰ GLA, 2014, Transport and Health in London report

Achieving our cycling potential

“Questioning non-cyclists rather than listening only to cyclists is important to getting more people cycling.”

Enabling Cycling Cities, 2013

We can do more. We need to do more.

We need to future proof our borough for a culture of cycling.



Demand We have identified existing demand through the Cycle Demand Study. We can also predict future demand at a high level based on projected growth and regeneration. However, we need to make sure that we also have an evidence base that is not just about facts but also about common knowledge. We need more information about local streets and how they can be improved to identify the missing links in our cycling network and programme.



Inclusive design We have a diverse population, with different trip purposes at different stages in their lives. Disabled cyclists, older people, those with children, or those with heavy loads can have very specific needs and behaviour when cycling. We need to attract a broader range of people to cycle through specific programmes and targeted marketing campaigns.

Green spaces With over 130 open spaces, Southwark is one of the greenest boroughs in London. These spaces are very important to our cycle network, making cycling more attractive and peaceful. Parks and open spaces offer great opportunities for leisure cycling, and for people to build up their confidence before going on to the road. When designing for cycling in parks and open spaces we need to be mindful of other users and their needs.



Driver awareness We will work with the police to enforce speed limits and traffic regulations. We will work with TfL and other London boroughs to raise awareness of cyclists as part of driver training. We will target driving instructors in Southwark to promote cycle training

and lobby Central Government to make it mandatory for learner drivers to undertake cycle training before taking the driving test. In partnership, we will run more positive awareness campaigns to ensure drivers are aware of and courteous to cyclists.



Responsible cycling We want people to cycle responsibly and respect the law and we will work with the police to achieve this. We support the police to use their discretion when children and those who cycle as a mobility aid need to come off the cycle network. We will work with our local schools and British Cycling to ensure that bikeability training, the National standards for cycle training, is included in the school curriculum.

Barriers to cycling Whilst our needs can sometimes be different, the barriers remain the same for most potential cyclists. The key barriers to cycling are:

- Feeling unsafe
- Attitudes to cycling
- Habit, self belief and social norms
- Affordability
- Lack of knowledge of the Highway Code
- Not knowing about routes
- Lack of accessible cycle parking at home and at the destination

We have begun to address the issues of affordability and cycle parking. We have introduced cycle hire, with aims to expand, and have begun to look at other cycle loan schemes. We are working with TfL on expanding cycle superhighways and introducing quietways. We are increasing cycle parking – at home and at destinations. We can do more. We will pay attention to where people want to go, and design attractive, comfortable, connected routes that are wide and accessible. We will reduce conflict by designing it out of the cycling network.

However, it's not just about delivering infrastructure. Addressing attitudes to cycling is complex, particularly as Southwark has a very diverse population with a huge number of cultures, languages and faiths represented, as well as all ages and abilities. Despite our differences, we do share many similarities when it comes to cycling and this comes down to the questions we ask ourselves before we even get on a bike.

Can I cycle? Do people like me cycle? Will people laugh or talk about me?

Isn't cycling just for children, or men who want to get fit? Am I fit enough?

How will I carry everything?

Where will I keep my bike at home?

How will I get to where I want to go?

Is it safe?

Do I need special clothes?

A new attitude to cycling

We need to take the guesswork out of cycling so that the first thought isn't 'Can I cycle?' but 'Why wouldn't I cycle?'

Where do I buy a bike? What type of bike do I need?

When I get to where I want to go, where do I lock my bike? How do I lock my bike? Will someone steal my bike?

How do I maintain my bike?

By the time we have answered so many questions it doesn't seem quite as appealing. In fact, it seems like hard work. We need to make cycling attractive, fun and an easy decision to make.



Image courtesy of Bikeminded, Kensington and Chelsea

A new approach

A lifecycle approach.

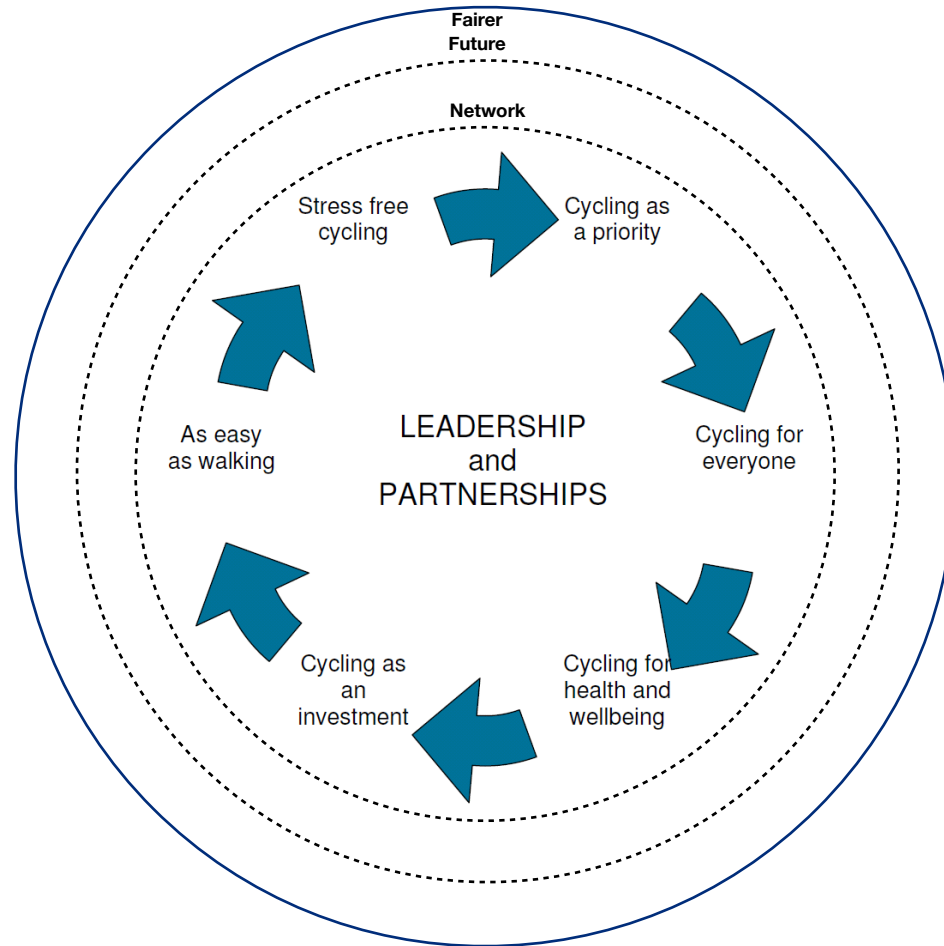
People who cycle are all ages and abilities. The design of cycle routes, infrastructure and programmes needs to reflect this diversity and satisfy a wide range of requirements. Planning for the future of cycling requires designing spaces which, by accommodating the needs of children and disabled people, are likely to suit most, if not all, user types. We want to design streets and spaces that meet the needs of the youngest to the oldest, and for everyone in between, where all can cycle safely and with confidence.



Interconnected principles To ensure cycling becomes a mainstream activity by everyone in Southwark six interconnected principles have been developed. These principles are informed by Dutch and Danish best practice and sit at the heart of our strategy. We have investigated London and international best practice, and profiled Southwark best practice as case studies, using both to inform illustrative future projects to be undertaken.

Fairer Future promises The council's Fairer Future promises also inform our approach. These 10 commitments outline what the council is doing to create a fairer future for all. The updated promises were approved by cabinet on 2 July 2014.

Network We need a cycling network that is accessible to all ages and abilities, connecting people to where they need to go.



Fairer Future promises

Promise 1 – Value for Money We will continue to keep council tax low by delivering value for money across all our high quality services.

Promise 2 – Free Swimming and Gyms We will make it easier to be healthier with free swimming and gyms for all residents and doubling the number of NHS health checks.

Promise 3 – Quality Affordable Homes We will improve housing standards and build more homes of every kind including 11,000 new council homes with 1,500 by 2018. We will make all council homes warm, dry and safe and start the roll out of our quality kitchen and bathroom guarantee.

Promise 4 – More and Better Schools We will meet the demand for primary and secondary school places and drive up standards across our schools so at least 70 per cent of students at every secondary get at least five good GCSEs.

Promise 5 – Nurseries and Childcare We will help parents to balance work and family life including investment in our children's centres to deliver more quality affordable childcare and open two new community nurseries.

Promise 6 – A Greener Borough We will protect our environment by diverting more than 95 per cent of waste away from landfill, doubling the estates receiving green energy and investing in our parks and open spaces.

Promise 7 – Safer Communities We will make Southwark safer with increased CCTV, more estate security doors and a Women's Safety Charter. We will have zero-tolerance on noisy neighbours.

Promise 8 – Education, Employment and Training We will guarantee education, employment or training for every school leaver, support 5,000 more local people into jobs and create 2,000 new apprenticeships.

Promise 9 – Revitalised Neighbourhoods We will revitalise our neighbourhoods to make them places in which we can all be proud to live and work, transforming the Elephant and Castle, the Aylesbury and starting regeneration of the Old Kent Road.

Promise 10 – Age Friendly Borough We want you to get the best out of Southwark whatever your age so we will become an age friendly borough, including the delivery of an ethical care charter and an older people's centre of excellence.

Principle 1

“Nothing compares to the simple pleasure of riding a bike.”

John F. Kennedy 35th President of the United States

Promise 1 – Value for Money

Promise 6 – A Greener

Borough

Promise 7 – Safer Communities

Promise 10 – Age Friendly

Borough

Stress free cycling.

Cycling, above all, should be fun and fill the cyclist with a sense of freedom. We want all people who cycle to feel safe on our roads and travel without stress.

Objective 1.1 Address conflicts between motor vehicles, particularly HGVs, cyclists and pedestrians, as well as perceptions of conflict

Objective 1.2 Improve street and junction design by applying innovative road layouts and safety technologies that prioritise cycling and walking

Objective 1.3 Ensure drivers do not exceed the new borough-wide 20 mph speed limit

Objective 1.4 Work closely with the police to ensure the safety of cyclists and enforce traffic regulations

Objective 1.5 Improve driving standards and awareness of cyclists

Objective 1.6 Restrict HGV movements and ensure safe vehicles on our streets

London and international best practice

Sustainable Safety principles The Netherlands introduced five principles to design a safe traffic system that prevents serious crashes and injuries. The five principles include the functionality of roads, homogeneity of mass and/or speed and direction, predictability, forgiveness of the environment and of road users, and state awareness by the road user. The first four points relate to what the purpose of the road is, the main type of vehicle that uses the road, whether the design is easy to understand and conflict is designed out. The fifth, state awareness, is more complex and involves the more powerful road user being aware of their own skills and limitations, and undertaking a personal risk analysis before driving.

Removing centre lines TfL recently undertook a study, removing centre lines in three sites with 30mph speeds. In all three sites there was a reduction in speeds. It is suggested that by removing the lines, drivers' sense of confidence and ownership of the road is decreased, introducing an element of uncertainty which is reflected in lower speeds.

Restriction of HGVs, Paris There are strict controls on HGV deliveries, with the largest and most polluting vehicles kept away from roads during peak hours. The restriction has resulted in the creation of consolidation depots where loads are moved from larger to smaller vehicles for delivery.

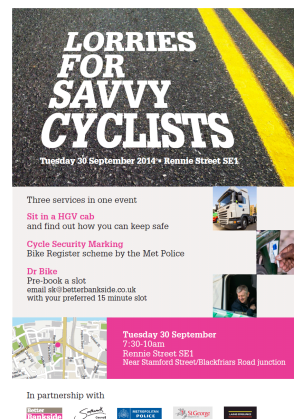
Fleet Operator Recognition Scheme (FORS) FORS is a free, voluntary scheme operated by TfL. It encourages sustainable best practice for road freight operators who deliver in, and service, London or who intend to do so. FORS promotes safe working practices, legal compliance and safety of road freight operations in London.

Southwark case studies

20mph roads As identified in the Roads Task Force report, speed limits are likely to play an important role where ‘movement’ and ‘place’ need to be better balanced, where there are high levels of pedestrian activity and where safety issues have been identified. The introduction of more 20mph roads assists in achieving this balance. Southwark Council has made all borough roads subject to 20mph speed limits to improve our street environment and to reduce road collisions.

Reducing speed Southwark is piloting the Community Road Watch scheme in partnership with the Met Police. Southwark Council has also been monitoring and publishing vehicle speeds for a number of years. To see the surveys visit Southwark maps www.lbs-mapweb-01:9080/connect/index.jsp?tooltip=yes

Exchanging Places Southwark Council will continue to deliver the Exchanging Places scheme which allows cyclists and drivers, especially HGV drivers, to experience the road from each other's perspective - a real eye opener for some. We will also continue to work with Better Bankside to deliver the Lorries for Savvy Cyclists events that give cyclists the opportunity to sit in the driver's seat of a HGV to get a better understanding of what the driver can and cannot see, specifically on the nearside and directly in front of the vehicle. These are run in conjunction with police security marking of cycles and cycle maintenance checks.



Illustrative future projects



Driver training and awareness We will work with TfL and other London boroughs to ensure State Awareness, or a similar notion, is included as part of driver training. Driving instructors in Southwark will be supported to get cycle training. We will lobby Central Government to make it mandatory for learner drivers to undertake cycle training before taking the driving test. In partnership, we will run more positive awareness campaigns to ensure cyclists and drivers are aware of each other and each other's points of views. We will work with RoadPeace to promote and deliver post-collision confidence training and support to injured cyclists. Our designers and engineers will undertake cycle training. We will work with parents and schools to ensure safe driving around schools.



HGVs Southwark Council will lead by example. The council has signed the London Cycling Campaign's 'Safer Lorries, Safer Cycling' pledge, and met the obligations. We will aim for Fleet Operators Recognition Scheme (FORS) Gold standard accreditation. We will lobby other boroughs to sign up to the FORS and make HGV driver safety training and vehicle standardisation a condition of planning permission. Southwark will support the Mayor in his efforts to restrict HGVs in London on certain roads and at certain times of the day, as well as ban all HGVs from entering London that are not fitted with specialist safety equipment or driven by someone fully trained in cycle awareness.



Remove conflicts at junctions We will remove conflicts at key junctions through innovative designs, drawing on Dutch and Danish best practice. We will deliver a double Dutch roundabout in Crystal Palace and the redesign of the junction linking Greendale to Dulwich Village.



Transport network review We need to look at how the entire transport network works. We will use the Roads Task Force framework to identify and define the desired function of all of our streets and reallocate road space to cyclists and pedestrians.



Removal of centre lines We have trialled the removal of centre lines in Southwark. We will identify further roads to remove centre lines and monitor the effect on collision data and speeds.



Cycle maintenance In partnership with our friends, we will run more Dr Bike, cleaning and cycle maintenance programmes to ensure that all cycles in Southwark are roadworthy, have lights and are running efficiently.



Advanced stop lines enforcement We will support TfL to lobby for Central Government to transfer enforcement of ASLs from the police to the highway authority. This would work in a similar process to the enforcement of yellow box junctions.

Principle 2

"The fact is that cars no longer have a place in the big cities of our time."

Bertrand Delanoë, Mayor of Paris

Cycling as a priority.

It was not until after the Second World War, and particularly with the dramatic increase in car ownership from the 1960s onwards, that motor traffic considerations came to dominate road design and Britain's culture of cycling disappeared. We want to stop and think about how our roads function and prioritise cycling and walking as the modes for the future.

Objective 2.1 Work with TfL to segregate cycle routes on roads over 20mph or where traffic volumes are high

Objective 2.2 Work with our neighbouring boroughs and TfL to create continuous cycle routes

Objective 2.3 Reallocate road space from motor vehicles to cycling and walking

Objective 2.4 Allow for pedestrian and cycle priority implementing filtered permeability schemes and, where possible, closing roads to motor vehicle traffic

Objective 2.5 Secure cycling improvements through the regeneration and planning processes

Objective 2.6 Maintain cycling infrastructure and surfaces as part of our maintenance work programmes

Objective 2.7 Unlock the potential of our cycle network, identifying barriers to connectivity

Promise 1 – Value for Money

Promise 6 – A Greener

Borough

Promise 7 – Safer Communities

Promise 10 – Age Friendly

Borough

London and international best practice

Royal College Street, Camden This street had a higher than average number of collisions. To address this, the carriageway was narrowed, facilitating slower traffic speeds, and 2-m wide, one-way lightly segregated cycle routes were designed on each side of the road. Cyclists are lightly segregated from motor vehicles by armadillos and planters, making it easy for cyclists to pop in and out of the cycle track and for pedestrians to cross the road. The cost of implementation is low and the numbers of cyclists using this route has increased.

Copenhagen Cycle routes in Copenhagen not only facilitate movement but with a width of 3m also facilitate social interactions, allowing enough space for cyclists to comfortably pass one another or ride side-by-side chatting.



Royal College Street, Camden
Lightly segregated cycle routes

Image courtesy of London Cycling Campaign

Southwark case studies

Cycle superhighways Southwark is working with TfL and other inner-London boroughs on the North-South cycle superhighway, which will run from Elephant and Castle along Blackfriars Road to Kings Cross and will be a continuous, high quality, substantially segregated cycle route. It has been designed to improve safety and reduce conflict between motor vehicles and cyclists, enabling the large numbers of people who would like to cycle, but currently feel unable to.

Lytham Street, Walworth road closure In June 2013, an experimental trial closure of Lytham Street to motor vehicles started. The street was very narrow and had two-way traffic, as well as poor sight lines. The scheme was requested by local residents, parents and parishioners of the local church, and was temporarily closed for one day during the Make My Street event in summer 2012, with very minimal disruption to local traffic patterns. Due to the success of the trial this street will now be closed permanently to motorised traffic.

Reallocation of car parking spaces Better Bankside has parking for up to 70 cycles in a dedicated area of a car park which can be used by multiple businesses. Access is by security swipe card and the car park is covered by CCTV and included on the Better Bankside Wardens patrolling round.

Safe Routes to Schools, Dulwich and Herne Hill The Dulwich and Herne Hill Safe Routes to School scheme is a volunteer led partnership of schools and parents working with local residents, landowners, charities, community groups and the council. The aim of the group is to support safer, greener and healthier journeys to school and around the neighbourhood.



Better Bankside
Shared cycle parking in car park

Image courtesy of Better Bankside

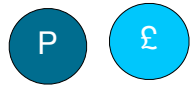
Illustrative future projects



Future proofing the cycle network We will develop a cycle framework, informed by the consultation process and our transport network review, showing the desired cycle routes, local and strategic interventions required to unlock Southwark's cycling network. This framework will be referenced in the New Southwark Plan. This will ensure that the missing links are identified in policy and addressed both as part of the planning process and as investment through development contributions. We will strengthen our policies and investigate ways to secure high levels of cycle parking at home, workplaces, and destinations. We will ensure our streets are accessible to cyclists using their cycles as mobility aids or to transport goods.



Bikeability We will continue to monitor our streets and junctions and rate their bikeability standards, and have less streets and junctions rated three.



Reallocating space to cycling We will develop a framework for our cycle network. We will identify on street and off street car parking spaces that are not being used and investigate opportunities for turning them into cycle parking spaces. We will also use Controlled Parking Zones (CPZ) to allocate kerbside space for other uses. We will investigate the option of using the multi-story car park in Peckham as a cycling hub. We will work with parents and schools to reduce driving and car parking around schools to make our streets safer for our children.



Car Free Streets We will build on our commitment in encouraging more Play Streets and support local residents to introduce Car Free Streets in their neighbourhoods. Roads particularly in the north of the borough where there is less traffic on weekends could be regularly closed to motorised traffic.



RideLondon FreeCycle We will provide more opportunities for cycling away from motorised traffic and lobby the organisers to bring the event through Southwark.



Maintenance programme We will investigate options for reporting faults on our network, such as pot holes, and our response processes.



Safe Routes to Schools, Dulwich and Herne Hill We will work with the Safe Routes to School group to deliver cycling improvements within Dulwich and Herne Hill.

Principle 3

“After your first day of cycling, one dream is inevitable. A memory of motion lingers in the muscles of your legs, and round and round they seem to go. You ride through Dreamland on wonderful dream bicycles that change and grow.”

H.G. Wells, The Wheels of Chance

Promise 1 – Value for Money

Promise 6 – A Greener

Borough

Promise 7 – Safer Communities

Promise 10 – Age Friendly

Borough

Cycling for everyone.

Given its relative affordability, cycling is seen as one of the most equitable forms of transport. According to the CTC, 43 per cent of the population owns or has access to a bicycle. We want to ensure that the remaining 57 per cent also have access to affordable bikes, and weatherproof, secure storage at home and at their destination.

Objective 3.1 Work with a broader range of groups, including local children, parents, older and disabled residents, black and ethnic minority community groups to improve access to cycling

Objective 3.2 Ensure all households who want to cycle have access to affordable cycles

Objective 3.3 Aim to provide and facilitate secure cycle parking for every home

Objective 3.4 Ensure enough parking for everyone in the household in new developments

Objective 3.5 Support cycle hire intensification and expansion

Objective 3.6 Design infrastructure, including parking, to accommodate different kinds of cycles

Objective 3.7 Design and deliver a cycle network that is accessible to all cyclists, particularly children, those with mobility issues and those with heavy loads

London and international best practice

Cycle loan schemes Multiple boroughs in London now have cycle loan schemes available to anyone who lives, works or studies in the borough, and is 18 years or over. Cycle loan schemes allow people to borrow their choice of bike and accessories for four weeks. Throughout the loan period participants can take advantage of support such as cycle training, maintenance courses and an all hours phone line. After the four weeks participants have the option to return the bike or buy it at a reasonable price. The service costs just £10 which covers liability insurance with the London Cycling Campaign. The scheme costs each council approximately £65,000 with ownership of 25 bikes.

Women's cycle training Flexibility was key in a year long active travel initiative in Tower Hamlets which included a programme of women's cycle training using free loan bikes. Activities were replicated at a number of different times each week. The in-house cycle instructor was able to get to know the residents over time and having a female Bengali-speaking cycle instructor proved invaluable.

Neighbourhood Bike Works, Philadelphia This not for profit organisation, in cooperation with the church, organises non-secular educational, recreational and career-building opportunities to young people and adults in the community. Such programmes include the free Earn-A-Bike scheme, drop in sessions, cycle rides and adult mechanic courses.



Neighbourhood Bike Works
Earn-A-Bike programme

Image courtesy of Neighbourhood Bike Works

Southwark case studies

Wheels for Wellbeing This award winning local charity aims to challenge the perception that disabled people don't cycle. The charity supports people of all ages in south London to start cycling, regardless of any disabilities. They provide regular away-from-the-road cycle sessions with a wide variety of standard and non-standard cycles. They provided outreach sessions across Lambeth, Southwark, Lewisham and Croydon where they bring their cycles for people to try, as well as advice and support services. Since 2007 they have helped thousands of people start cycling across London.

Build a Bike This project was piloted from March to July 2014 in three schools, Bellenden Primary, Dulwich Wood Primary and Cobourg Primary. It was coordinated by Community Cycleworks, a not-for-profit social enterprise. The children were given old, recycled bike parts and taught how to build a bike, teaching them how easy it is to maintain and repair their bikes. Cycle training was also given to those children who had not yet completed their level 2 cycling training. The children received their bike and a certificate on completion of the course. A similar project was also successfully run at Sceaux Gardens Estate in April 2014 in conjunction with the Holiday Day Camp which also provided children with breakfast, lunch and refreshments throughout the day.

The British School of Osteopathy, Borough High Street cycle parking Better Bankside with part funding from TfL assisted in overhauling the bike shed at the BSO, creating 81 spaces for staff and students. This frees up on street cycle parking which was previously often full due to lack of cycle parking on the premises.

Free cycle training We offer free cycle training to all adults living, working or studying in Southwark. Over 1,000 adults received cycle training in 2013/14. All primary school children are offered cycle training through the school travel planning programme. This scheme has been incredibly popular with huge numbers of Southwark children now able to cycle proficiently.

Illustrative future projects



Affordable cycles We currently offer cycle training to all ages and support group rides throughout the year; however we do not have a programme that addresses access to affordable cycles. We will look at the Lambeth model and our own pilot schemes, as well as other loan and up-cycling schemes, complementing with a targeted marketing approach to support women, older and disabled people, as well as hard to reach groups, to take up cycling.



Blue badge parking for disabled cyclists We will trial a blue badge sticker prioritising cycle parking for disabled cyclists who use their cycles as a mobility aid. We will encourage the police to apply discretion when a blue badge cyclist needs to come off the carriageway.



Residential cycle parking We will expand our existing cycle hangar scheme and investigate other best practice models.



Green spaces We will promote cycling for leisure in our green spaces, and include these spaces in our cycle network.



Cycling on footways We will work with the police to deter cycling on the pavement but we will support their discretion when young children and those who cycle as a mobility aid need to come off the cycle network.



Cycle training We will expand our existing cycle training scheme and investigate options of training on different types of cycles, such as cycle hire. We will speak to all the organisations currently offering cycle training in Southwark and consider ways to share resources and knowledge. We will work with our local schools and British Cycling to ensure that bikeability training is included in the school curriculum. We will investigate opportunities to expand cycle training in schools to encourage more children and parents to start and promote cycling. We will develop targeted marketing campaigns to promote cycle training to our diverse communities.

Principle 4

“When the spirits are low, when the day appears dark, when work becomes monotonous, when hope hardly seems worth having, just mount a bicycle and go out for a spin down the road, without thought on anything but the ride you are taking.”

Arthur Conan Doyle

Cycling for health and wellbeing.

The health benefits delivered by cycling go beyond personal physical activity, although this is one of the biggest benefits. More cyclists will result in healthier environments, with fewer cars on the road, cleaner air, less noise, more connected neighbourhoods, less stress and fear, and fewer road traffic injuries.

Objective 4.1 Promote the wellbeing benefits from improved mobility and better access to workplaces, services, social and leisure opportunities

Objective 4.2 Address health inequalities by supporting more active communities, particularly in areas of high health need or deprivation

Objective 4.3 Create healthier environments by prioritising cyclists and pedestrians

Objective 4.4 Ensure all have access to cycle training and supported rides

Objective 4.5 Invest in leisure cycling opportunities in green spaces

Promise 1 – Value for Money

Promise 2 - Free Swimming
and Gyms

Promise 7 – Safer Communities

Promise 10 – Age Friendly

Borough

London and international best practice

Family cycle clubs A focus on having fun and building confidence has been effective in breaking down the barriers to cycling in hard to reach communities in Hackney. Family cycle clubs were set up so the whole family could learn to cycle (using pool bikes) in a relaxed and informal environment. Trainers and mechanics were recruited from the local area and communities, and participants found 'buddies' for additional support. All who completed the course received a free recycled bike and lock.

Health and Wellbeing Programme, Imperial College Healthcare NHS Trust The trust introduced a staff bike loan scheme called 'I heart cycling' in February 2011. Staff can hire a bike for up to eight weeks, before buying their own. Survey results have shown that staff felt fitter, less stressed and happier, lost weight and felt more productive.

My Best Move, NHS London Through an hour and a half lunch time session, this scheme provides GPs and practice staff with the skills and confidence to support patients to change their behaviour. The training helps GPs understand what activities are available locally so that they can advise patients of suitable, easy-to-start activities, such as walking and cycling.



Family cycle clubs
Having fun and building confidence

Image courtesy of Hackney Council

Southwark case studies

Herne Hill Velodrome The last remaining 1948 London Olympic stadium has been expanded to include a specialist junior velodrome, a multi use games area, and lighting on the main track so that the velodrome can be better used by children, disabled and older people. The Herne Hill Velodrome hosts more open race events than any other velodrome in the UK, and was the first to host a women only categorised track event in 2013. It provides off-road training, with specialist cycle training sessions for women and children of different ages.

Silverfit This organisation supports people over 45 years to live an active life. They coordinate cycle confidence training in Burgess Park every Tuesday, as well as track cycling taster sessions at Herne Hill Velodrome.

Breeze Bike Rides Breeze is a British Cycling programme which aims to get more women cycling. Led by women for women Breeze bike rides are local, friendly and informal. They are coordinated by local volunteers and the rides are short and traffic free, ideal for busy women or women who haven't cycled for a while.



Silverfit
Cycling for over 45s

Image courtesy of Silverfit

Illustrative future projects

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Sharing resources Cycling should be fun! Cycle training and led rides provide a supportive environment to gain both the skills and confidence to cycle. There are a number of independent programmes that run across Southwark. While they are successful, there are significant opportunities to expand by sharing resources and knowledge, and by better applying targeted marketing campaigns.

P

£

GP referral programme and welcome packs There is a strong history of personal travel planning (PTP) in transport. This approach will be applied in an innovative way in Southwark, expanding Southwark's existing GP referral programme. We will provide information to new residents when they move into Southwark with their first council tax letter, outlining the support available to start leading a healthier, more active lifestyle, which includes cycling. This information will be tailored and sent out to residents and businesses when renewing their car parking permits.

Health economic assessment tool (HEAT) We will use the WHO/Europe HEAT analysis methodology to produce a cost-benefit ratio for proposed cycling interventions. All major highway schemes must ensure that they benefit and facilitate active travel modes.

Principle 5

“The bicycle is the noblest invention of mankind.”

William Saroyan, Nobel prize winner

Cycling as an investment.

There are direct economic benefits for increased levels of cycling. Studies show that by attracting cyclists this generates additional revenue for local traders. In 2010, cycling generated almost £3 billion a year for the UK economy.¹¹

Objective 5.1 Recognise the economic value of cycling

Objective 5.2 Improve cycle parking in city centres, destinations and stations

Objective 5.3 Support businesses using cycling as a key part of their activity

Objective 5.4 Future proof the borough for cycling with all new developments to invest in cycling

Objective 5.5 Promote cycling to visitors

Promise 1 – Value for Money

Promise 8 - Education,
Employment and Training

Promise 9 - Revitalised
Neighbourhoods

¹¹ London School of Economics, 2011, Gross Cycling Products report

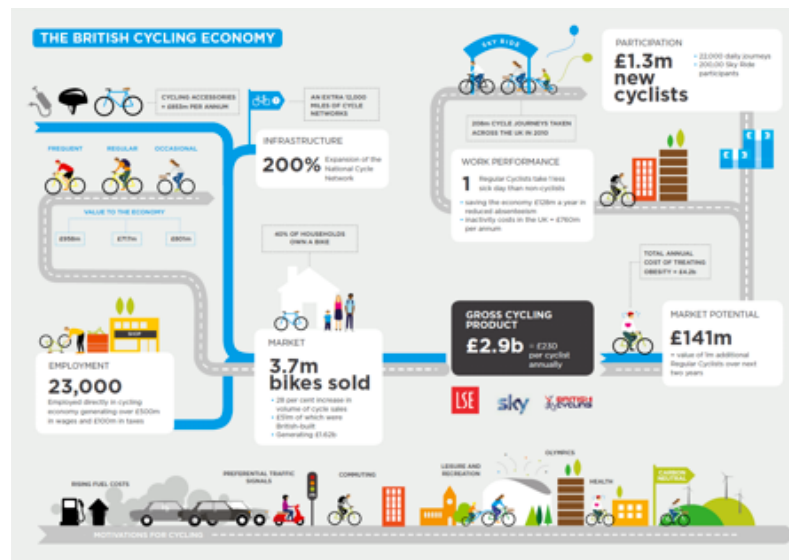
London and international best practice

8th and 9th Avenues, New York City The Measuring the Streets report by NYCDOT indicated that on the areas surrounding the protected cycle lane there was an increase in retail sales by 49 per cent (locally-based businesses on 9th Ave from 23rd to 31st Streets) compared to 3 per cent borough-wide.

Lygon Street, Melbourne The study by Alison Lee and Alan March in 2010 demonstrated that economic benefits may be achieved by replacing car parking with cycle parking in public areas. In their study on Lygon Street they found that that each square metre allocated to bike parking generated \$31 per hour, compared to \$6 generated for each square metre used for a car parking space.

Bike Works Bike Works started in Tower Hamlets in 2007 and has now expanded to four premises across London, offering a full range of repair services, sale of new and refurbished bikes and cycle maintenance courses from beginner to professional level. They deliver numerous community cycling programmes, including employability for disadvantaged groups, all ability cycling, bicycle reuse and recycling, schools cycle training.

Bobbin Bicycles Bobbin Bicycles is owned by husband and wife team, Tom Morris and Sian Emmison. It originally started as a shop in Islington, but they soon started to manufacture their own bicycles and now export all over the world.



The British Cycling Economy
 Employment, market, infrastructure, work performance, participation and market potential

Image courtesy of LSE

Southwark case studies

Gnewt Cargo This Southwark based business is an award-winning, FORS accredited, last mile logistics company. It was founded with the mission to disrupt the logistics industry for the better, reducing pollution, particulate emissions and congestion while delivering better performance and door step experiences than any of its competitors. Over the last year, Gnewt Cargo have grown over 200 per cent, and have set up their second major Central London site this year. They have over 100 vehicles and employ over 100 staff. They have been profiled in the Sunday Times Business section as well as trade press and are working towards their ISO 14001 accreditation. Their environmental impact is measured through independent assessment of emissions, independently verified by the University of Westminster to cut CO2 emitted per parcel by 62 per cent on like for like deliveries. They now deliver on average between 5,000 to 10,000 parcels daily into the Congestion charge zone emission free.







Borough Market Cargo Cruiser Borough Market in partnership with Better Bankside trialled using a cycle to make the 'last mile' deliveries to shops, restaurants and cafés. The scheme was successful and there are now plans to improve and expand the trial.



Gnewt Cargo
Last mile delivery company based in Southwark

Image courtesy of Gnewt Cargo

Illustrative future projects

-   **Delivery by cargo cycles** We will look at how we can change the way goods and services are delivered and better utilise cargo cycles. Informed by Better Bankside's trial and the knowledge of our local last mile cargo companies, we will work with local businesses to discuss management of deliveries and potentially signing up, where possible, to switching deliveries to solely cycles.
-   **Prioritising cargo cycle parking** In conjunction with the blue badges for disabled cyclists, we will undertake a trial prioritising cargo cycle parking.
-   **Local cycling economy** We will support the local cycling economy through knowledge sharing, as well as undertake a study to identify the proportion of spend to mode in local business. Recognising the value of our tourist economy, we will promote cycling to tourists and investigate reward partnerships with local businesses.

Principle 6

If I can bicycle, I
bicycle.

David Attenborough

As easy as walking.

Cycling in Southwark needs to be rebranded to achieve greater levels of participation. Like any product, it needs to be sold as useful, and most importantly, fun and liberating to our diverse population. In some cases, particularly for those who use their cycle as a mobility aid, cycling can be even easier than walking.

Objective 6.1 Develop a cycling culture by marketing cycling as practical and something everyone can do easily, and learn at their own pace and manner

Objective 6.2 Create a cycling brand for Southwark: when you think of cycling, you think of Southwark

Objective 6.3 Ensure Southwark Council is an exemplar employer, developing a cycling culture within the council and actively supporting more staff to cycle

Objective 6.4 Ensure marketing campaigns are targeted, and show everyday people of Southwark cycling

Objective 6.5 Continue to work with children and parents to ensure cycling becomes ingrained at an early age

Objective 6.6 Work together with businesses, organisations, cultural and religious groups to culturally integrate and promote cycling

Promise 1 – Value for Money

Promise 6 – A Greener

Borough

Promise 7 – Safer Communities

Promise 10 – Age Friendly

Borough

London and international best practice

Cycle Chic This Danish website features a different portrait of a Copenhagen cyclist every day – showing the huge variety of different cyclists.

Bikeminded Kensington and Chelsea won a London Cycling Award in 2014 for their Bikeminded multimedia marketing campaign. The website profiles local cyclists and it is a comprehensive online tool for everything cycling related, from events to cycling essentials and cycling related news.

City Cycle Style City of London have been raising the profile of cycling in the city for a number of years. In 2011 they ran the City Cycle Style exhibition, engaging the photographer Horst A. Friedrichs to take portraits of celebrity and local cyclists, from Paul Smith to couriers, and auctioning the photos in aid of the charity Bear Necessities.



Bikeminded, Kensington and Chelsea
A multi-marketing campaign promoting cycling

Image courtesy of Bikeminded

Southwark case studies

Better Bankside marketing campaigns Better Bankside has done significant work marketing the importance of cycling to the Bankside communities. From their Bankside Urban Forest framework model to their marketing of cycling services they have targeted many different groups within their area.

Burgess Park BMX The park opened in August 2013 as an Olympic Legacy Project at the heart of the Aylesbury Estate regeneration project. The aim of the project was to make BMX accessible to all in a safe and secure environment, and promote fun ways of participating in physical activity in a deprived neighbourhood. The track has become a flagship for raising participation levels in BMX riding and sport in general, and has provided opportunities for new and existing riders reaching schools, youth groups and individuals of all ages from diverse cultural and social backgrounds. During school holidays 20-30 new riders sign up every day.

Bike It Plus Officer, Dulwich Since January 2014 a Sustrans Bike It Plus Officer has been working in Dulwich and Herne Hill to support more children and families to start cycling both to school and around Southwark.



Burgess Park BMX
Making cycling accessible and fun

Image courtesy of David MacKenzie

Illustrative future projects



A cycling brand We will rebrand cycling, reclaiming our culture of cycling in Southwark through targeted marketing campaigns and profiling local cyclists with portraits of them on their cycles. We will show the broad demographic of cyclists in Southwark, particularly women, older people, disabled people, families, children and black and minority ethnic groups. We will show that you don't need expensive or specialist cycling clothing.



Development hoardings We will investigate opportunities for using development hoardings to promote the different faces of cycling in the borough.



Schools We will continue to work with schools and investigate how we can expand our current activities to reach parents and carers. We will set up a panel of parents to discuss proposed designs and proposals, and assist with normalising cycling by encouraging children and parents to cycle together. We will encourage teachers to cycle to school.

Unlocking the network

Planning for the future.

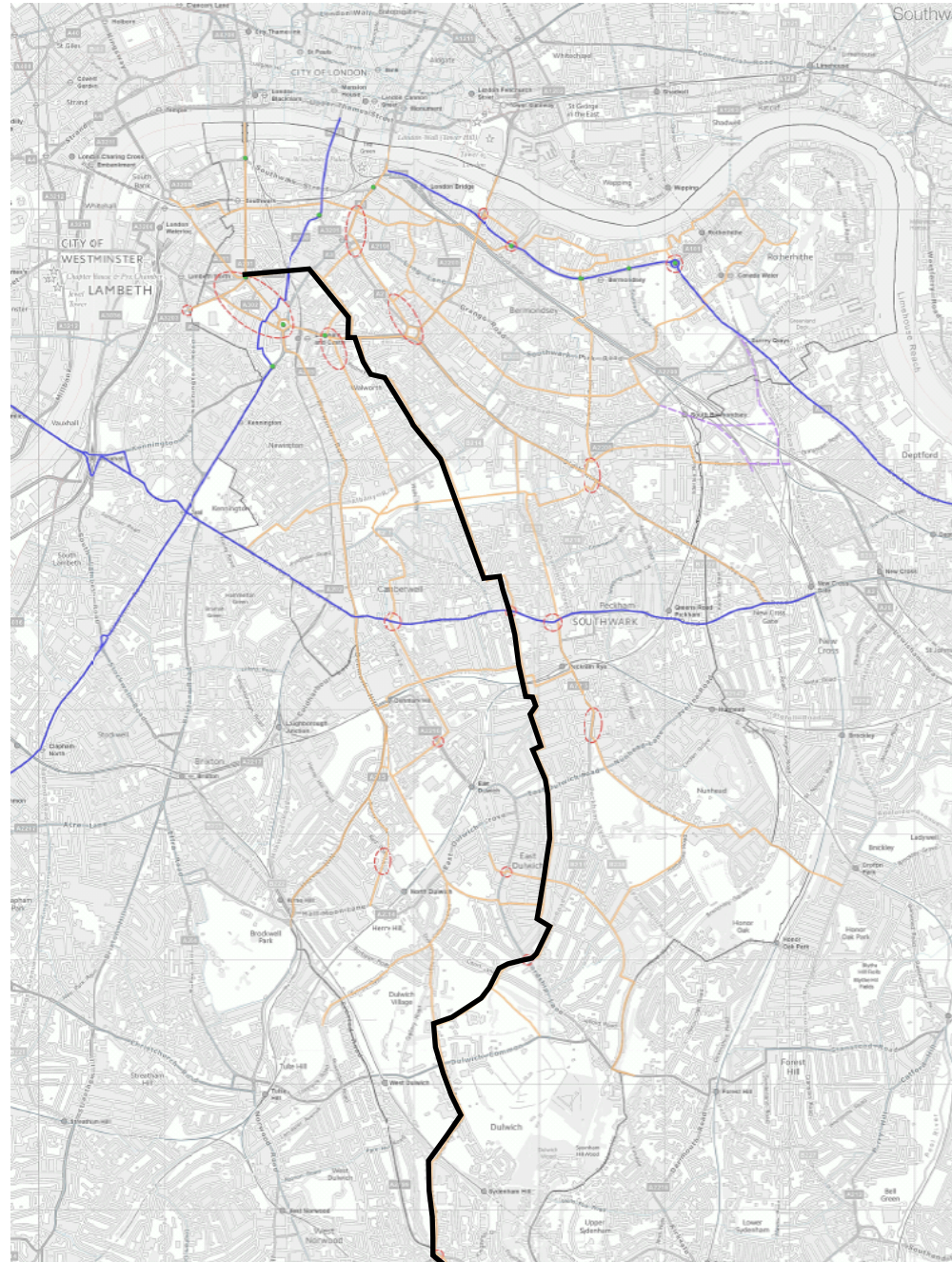
We have developed a cycle network over many years, delivering schemes such as the LCN+ and Greenways, and more specific schemes such as the Greendale segregated cycle route, which extended the existing segregated cycle route from Greendale, across Denmark Hill, to connect Dulwich and Ruskin Park in Lambeth. The problem with the existing network is that it often failed at the difficult sections, leaving cyclists stranded at busy junctions.



Southwark Spine cycle route

Our first priority is to deliver a completely new, high capacity strategic cycling corridor with clear space for cycling, running the whole length of our borough. This will form the central spine of our network, linking the new north-south cycle superhighway to Dulwich and beyond. The route will be cohesive, direct, safe, attractive, comfortable and easy to navigate for all ages and abilities. It will be physically segregated in areas of heavy traffic or large vehicles, with different signals to prioritise cyclists at junctions. On streets with moderate traffic, and fewer large vehicles, the road layout, including parking, will be reallocated to provide for cycling and walking. On residential streets, traffic will be heavily calmed or designed out. Links through parks and open spaces will be direct and designed to avoid conflict with other users.

We will continue to deliver the new generation cycle routes as part of the Mayor's Vision for Cycling programme, such as cycle superhighways and quietways, which will complement the spine of our network. We also recognise that developing a cycle network is more than just delivering strategic cycle routes. It is also about catering for all the other trips people want to make and ensuring residential streets are good for cycling by designing out unnecessary motorised traffic and giving priority to cyclists and pedestrians.



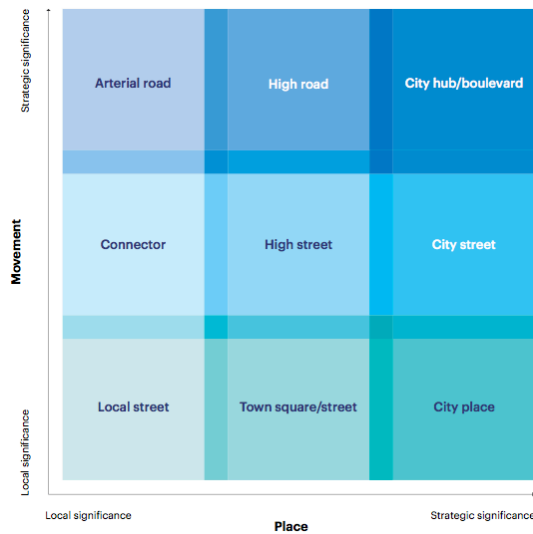
Cycle network

In conjunction with finding out where the missing links for cycling are in Southwark, we will also identify and define the desired function of all of our streets by undertaking a transport network analysis. Eventually we will have a map which shows the various types of streets, with a cycle network which can be used for every type of journey.

Proposed Southwark Spine cycle route



Transport network review We need to look at how the entire transport network works. In the past, we have not always looked at the network as a whole, which has resulted in gaps and inconsistencies. Cycling will be the natural choice for getting from A to B for everyone, with safe attractive routes away from large vehicles or fast moving traffic. To achieve this we must prioritise cycling and reallocate road space to cyclists and pedestrians. We will use the Roads Task Force framework, or a similar methodology, to identify and define the desired function of all of our streets. We believe this is one of the core pieces of evidence that we need. This will take some time and resources but it will ensure every trip is catered for and that the road system supports the needs of cyclists as well as other road users. By reviewing our streets we can determine the primary routes for both cycling and other traffic.



Roads Task Force framework
RTF report, 2013

Complete system of connections According to the guide, Enabling Cycling Cities, five factors determine whether a cycle network is likely to attract cyclists:

- Cohesive: all relevant attraction points should be included, including origin and destinations
- Direct: the more direct the better
- Safe: the separation of vehicle types and speed reduction
- Attractiveness: including the scenery, public safety and lighting
- Comfort: protecting cyclists from heavy fumes and using the 'natural' routes that people follow

We believe navigation is the sixth factor. We don't think you should need a map to navigate our cycle routes and to get to where you want to be. In developing our cycling network we will apply these principles.



Identifying the missing links We need to identify how to link up areas where conditions are good for cycling and to overcome barriers that separate them from other areas. This is all about making the network more permeable for cyclists. As part of our consultation process, we will ask our cyclists and non-cyclists to discuss what they would like to see in Southwark. We will discuss their local journeys, and what would make cycle journeys more cohesive, direct, safe, attractive, comfortable and easy to navigate: the missing links. Many of the improvements for cycling will also benefit walking, and we will ensure that we improve the streets for walking and ensure that the walking network is as robust as

School travel plans

We will ask our schools to identify the missing links through their school travel plans, and involve children, parents and teachers in designing solutions for the cycling network.



the cycling network.

Cycling framework We will deliver the missing links in phases, unlocking the network over time. We will prepare a framework that will be included in the New Southwark Plan. This will ensure that the missing links are identified in policy and addressed as part of the planning and investment processes.

How will we deliver?

Leadership

Community leadership Shared vision and community leadership are integral to achieving our cycling potential. We want to ensure that the vision for cycling is a shared vision and one that can be fully embraced and promoted by leaders within our communities. We need parents, carers and grandparents, community and religious leaders, teachers, doctors and nurses, business owners cycling and leading by example. This type of leadership is key to achieving our ambition.



Southwark Council We will lead by example. We will be an exemplar employer, developing a cycling culture within the council and actively supporting more staff to cycle for work and leisure. We will start by revising our Travel Plan. We will aim for FORS Gold standard accreditation. Our Cabinet Members have pledged their leadership and they will look at how they can support cycling as part of their portfolios across all council business. We will make the hard decisions, particularly in regard to reallocating space and funding from motorised vehicles to cycling, to ensure long term gains for cycling. Our prioritisation of cycling will be evident in the New Southwark Plan.

Kickstand sessions

In June 2014, to build understanding and expertise within the council, the Dutch organisation Mobycon was engaged to provide expertise on Dutch and Danish best practice. This was where the vision for Southwark's cycling strategy started.

Cycling champions Southwark's councillors will champion cycling, and encourage other business and community leaders to become champions.

Engagement and partnerships

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Early engagement and consultation We began by speaking to a range of key stakeholders, such as our Cycling Joint Steering Group, neighbouring boroughs, the Metropolitan Police, Greater London Authority (GLA), Transport for London (TfL) and the academic community, in developing our approach and strategy. We will now take our vision to our communities and listen to their needs – both for now and the future – to design a connected network and programme that supports existing and future cyclists. The success of achieving our vision lies with our communities. We will attract future cyclists and actively engage non-cyclists to comment on the strategy. To find out more about our

Southwark and our neighbouring boroughs

We are committed to working together with our neighbouring boroughs to deliver strategic cycling schemes and to ensure our networks are connected and cohesive. We will also identify opportunities to share resources and deliver work in partnership.

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consultation and engagement activities across Southwark, please visit www.southwark.gov.uk/cyclingstrategy

Partnerships As part of our network approach, we will work closely with our neighbouring boroughs and TfL to ensure that our cycle routes are connected. We will work with our Business Improvements Districts (BIDs) and local businesses to further develop the local cycling economy, and assist with investment in cycle friendly infrastructure, promoting a cycling culture and ensuring new developments are future proofed for cycling. We will work with parents and carers, schools, tenants and residents associations, community and religious groups, and other organisations and businesses to identify best practice and schemes that we can work on together. We will work closely with other agencies to address key issues, working closely with the police around cyclist casualties and utility companies regarding works on cycle routes. We will also work with our universities to ensure innovative approaches and best practice in Southwark, as well as identify research opportunities. We will ask groups such as Wheels for Wellbeing and our cycle cargo companies to comment and test street and parking designs to ensure that they are accessible.

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Cycling Joint Steering Group We have expanded the existing Cycling Joint Steering Group to include disability groups and non-cyclists to advise us of the needs of future cyclists. As part of the consultation process, we will be asking for nominations for a parents panel to discuss proposed designs and proposals, and assist with normalising cycling by encouraging children and parents to cycle together.

Critical friends To ensure we stay on track, we have engaged the Dutch company Mobycon and their partner Copenhagenize to be our critical friend.

Policies

We will ensure that cycling is embedded into the council's work programme, and that all work undertaken by the council considers and facilitates cycling where possible.

Key documents Some of the documents that shape cycling in Southwark include:

- Southwark Plan
- Southwark Transport Plan
- Public Realm Asset Management Plan
- Highways Access Management Plan
- Parking Network Management Plan
- The Mayor's Transport Strategy
- The Mayor's Vision for Cycling
- The London Plan
- Draft London Cycle Design Standard
- Draft London Infrastructure Plan 2050



New Southwark Plan The Southwark Plan provides the framework for all land use and development in Southwark. It is used to determine planning consent. It is through strong cycling policies that identify the missing links that we can ensure that we future proof cycling in Southwark through the planning process. The New Southwark Plan, which will be adopted in 2017, is being consulted on in parallel with this cycling strategy.

Southwark Transport Plan The council's Transport Plan was adopted in 2011 and outlines how we will improve travel to, within and from the borough. We monitor our progress and publish an Annual report. It includes targets and policies for cycling and other modes.

Regeneration areas We will ensure that cycling is embedded in all neighbourhood plans, area action plans and opportunity areas.

Laws



We will work with the police to enforce speed limits and traffic regulations, including those for cyclists. We will support all police to undertake cycle training to ensure greater awareness of cycling. We will work with the police and ask them to use their discretion when children and those who use cycles as a mobility aid need to come off the carriageway. We will push for changes and new legislation to enable innovative schemes and safer streets.

Best practice



The principles of our strategy are founded on Dutch and Danish best practice. We have explored local and international best practice to inform our approach. If things don't work, we will learn from our mistakes. We will share our knowledge with our partners, and publish our findings as we progress. We will continue to engage with the academic community and local universities to ensure that we use the most recent research and best practice to inform our practices.

Providing opportunities

We will work with Southwark's local universities to undertake research projects and develop best practice. We will focus on ways to further unlock the cycling network and attract new cyclists.



Funding

£2 million for cycling

£2 million has been ring fenced by the council to deliver cycling schemes and the council has pledged to match fund cycle hire expansion in the borough.



We will prioritise spending on cycling across all relevant work programmes to achieve our ambitions. However, not every scheme will need to be expensive or complicated as just a few bollards across a road, or a hay bale for a trial can make all the difference. We will use the funding that we have available in smarter ways, and particularly use redevelopment within Southwark to unlock our cycling network.

Local Implementation Plans (LIP) The council secures funding for transport projects from TfL through the LIP programme. Delivering improvements to make cycling more attractive for all has long been a key objective of the council's transport improvement programme, which incorporates the LIP programme.



Development All development applications are assessed against the Southwark Plan. The New Southwark Plan has stronger cycling policies, with higher levels of cycle parking and provision for cyclists. We will ensure cycling is supported through travel plans, and that funding is detailed in any travel plan submitted. We will ensure HGV driver safety training and vehicle standardisation through construction management plans. Funding is also routinely secured as part of planning obligations (section 106 and Community Infrastructure Levy) for transport projects. By developing a cycle network framework we will be able to ensure that we can ring fence funding from development to achieve our cycling potential.

Revenue and capital budgets Along with funding from TfL and development contributions, the council invests a significant amount in highways and transport schemes through its revenue budget. This includes the borough's parking, maintenance and highway asset programmes.

EU funding The council applies for EU funding, particularly for research projects. We are currently working on the project VeloCittá, working with four other cities, Lambeth Council and TfL to develop targeted marketing campaigns to increase cycle hire usage.

Sponsorship We will investigate sponsorship opportunities and business investment in developing our cycling programme.

Measuring success

Target 1 Increase the proportion of those cycling in Southwark from 4 per cent in 2013/14 to 10 per cent by 2025/26, with an interim target of 5.5 per cent by 2016/2017

Target 2 Reduce all cycling casualties by 44 per cent by 2020

What will success look like?

Achieving our targets We aim to have the highest growth of cyclists and cycling trips in London, as well as the safest roads. In 2013 we doubled our cycling mode share target and this strategy is a response to this increase. We will continue to monitor our progress and revise in the future if appropriate.

There will be three stages to the collision reduction target:

1. Reduction in casualty rate year on year to 2020
2. Reduction in actual numbers beyond 2020
3. Work towards 'vision zero'

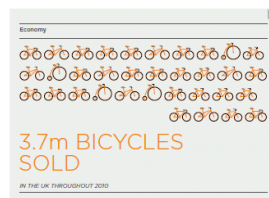


Image for illustrative purposes only

Demonstrate what the number of new cyclists/trips would look like

Image of number of healthy lives



Evidence base Understanding current and potential levels of cycling is critical. We will continue to build on existing datasets to develop our knowledge of cycling trends, including commissioning original research where gaps in our knowledge exist. We are working with universities, students and researchers across London to help us build on our knowledge of cycling in Southwark and London.

Data sets that we currently collect and monitor include:

- London Travel Demand Survey
- Cycle demand study
- Pre and post surveys 20mph
- Collision data
- Bikeability
- Cycle hire
- Cycle training
- Traffic counts, including cycling
- Air quality



Research required includes:

- A detailed collision risk analysis needs to be undertaken, looking at near misses as well as places people avoid cycling. We will investigate current reporting mechanisms and how this can be improved.
- Survey of all cycling businesses to identify contribution to local economy.
- Identification of proportion of spend to mode in local business (analysis of existing raw data).
- Develop an online annual survey looking at satisfaction with cycling in Southwark, including questions like, 'Southwark is good for cycling with children.' We will also include cycling questions in the annual Tenants and Residents' survey and the BID surveys.
- We will undertake more counts, such as looking at the gender split of people cycling in particular places and monitoring levels of motor traffic on designated cycle routes where cyclists need to share.
- We will collect data on the behaviour of cyclists and motor vehicle drivers at difficult junctions.
- Identification of ways the council can support parents to participate and facilitate cycling with their children and communities.
- Survey of council staff travel patterns and our existing business practices, such as deliveries.
- Quantify and, where possible, monetise the health impacts of schemes that support cycling using tools such as the HEAT programme.
- Focus groups to identify key messages for marketing campaigns.

Benchmark We will benchmark ourselves against other comparable inner London boroughs.

Enabling innovation We will try new things and identify opportunities for trials. We want our communities to suggest new approaches, and be active participants in delivering a world-class cycling infrastructure and support programme. We don't believe that every scheme needs to be expensive to work. Future projects could include community-led street closures, to trialling new road layouts and cycle routes.

A new culture of cycling We will have achieved our vision when people cycle for transport, without thinking about it, not because they are a *cyclist*. People in Southwark, and across London, will cycle because it is cheapest, easiest, fastest and most enjoyable way to get around. We will have all demographics equally represented, and therefore an infrastructure that meets the needs of children, families, older people, disabled cyclists, everyone. We will have cycling facilities to accommodate parents and children, disabled cyclists' needs and people cycling with loads.

No one will say, 'You must be brave!'

We will see deliveries made by bike, with less white vans and HGVs on the street.

Bikes will be affordable, and ample cycle parking will be available at home and at your destination.

We will see children cycling to school, people cycling to work, the shops, parks, to catch up with friends. We will see people cycling happily in their everyday clothes, with little specialist gear except for a bike and a good lock and the route will be direct, comfortable, attractive, safe, and connected.

Next steps



Consultation and engagement

This is just the start of the process, as we take our vision and engage with our communities, listening to their needs – both for now and the future – to design a connected infrastructure and system that supports existing and future cyclists. We have started work through our early engagement processes, consulting groups such as the Cycling Joint Steering Group (CJSG) as well as other key stakeholders.

As part of the engagement and consultation process we will ask our communities for details of local journeys, whether they cycle or not, and to identify the barriers that they experience. We will collate these details and use them to inform our network review.

Public consultation

The public consultation will be held during November and December 2014. To find out more about our consultation and engagement activities across Southwark, please visit www.southwark.gov.uk/cyclingstrategy

How will we use your comments? Once the public consultation period is finished, we will evaluate responses received. In parallel, we will undertake a series of feasibility studies, estimating associated costs, and develop an approach to unlock the cycling network. We will continue speaking to our Dutch and Danish friends who will provide expert advice to us on proposed interventions and phasing. We will revise our cycling policies, which will be included in the New Southwark Plan and other council documents, to ensure that our vision for cycling is achieved. Our delivery programme and network framework will be included in the New Southwark Plan.

Southwark's cycling strategy will be adopted by Cabinet in March 2015.