

Royal Borough of Greenwich Cycling Strategy

(Revised following public consultation)

April 2014

1. Introduction

- 1.1 This cycling strategy aims to provide a clear vision and strategic framework to support cycling in a coherent way that links to current corporate priorities, at a time when the Royal Borough is experiencing (and will continue to experience) significant growth and development. The strategy aims to create a cycling environment which will benefit the Royal Borough as a whole.
- 1.2 It is part of the co-ordinated process by which the Council will manage and influence investment in cycling in support of the wider corporate priorities
- 1.3 The strategy is informed by the vision for regeneration and growth, the need to address poverty and improve public health and the recognition that an integrated transport strategy, that includes cycling, can play in supporting that vision.

The strategy is structured as follows:

- Context and rationale for developing a cycling strategy
 - The cycling vision
 - Strategic (cycling) objectives
 - Components of the strategy
 - Communications
 - Funding
 - Phasing
 - Action Plan
 - Targets
- 1.4 There is an urgent need for the Council to adopt a coherent cycling strategy in order to build on work that has taken place in recent years in a way that ensures that opportunities to improve the overall well-being of all those living, working, visiting and investing in the Royal Borough can be seized.

2 Context & rationale

2.1 The following paragraphs set out the links and dependencies between the development of the cycling strategy, and the other relevant strategies of the Council.

2.2 Growth Strategy

2.3 The Council's Growth Strategy brings together the vision for regeneration, planning, property, tourism and transport. This includes the promotion of strategic transport links to promote inward investment, business competitiveness and growth with a particular focus on the four master-plan areas. Increasing the opportunities for cycling, both through infrastructure and behaviour change programmes, seek to address the connectivity challenges across the borough as well as create an environment which meets the needs of existing and future businesses and residents.

2.4 Anti-Poverty Strategy

2.5 In addition to the Growth Strategy, the Council has a clear vision for tackling poverty in Royal Greenwich and identifies strategic priorities that are both dependent upon and complement the strategy for sustainable growth in the Borough. The overarching aim is to ensure that all the Borough's residents are able to take advantage of opportunities for improving the quality of their lives. The vision seeks to reduce poverty and improve the life opportunities of people living in the Borough, with an emphasis on supporting communities and individuals to raise their own aspirations to become more resilient and better equipped to overcome the barriers to success and prosperity that they face. Increasing physical activity through increased opportunities for walking and cycling is complimentary to this Strategy with a particular focus on improving the social, environmental and economic determinants of health in the Borough, e.g. reduce obesity in children and young people, which in turn will reduce air pollution and CO2 emissions in the Borough.

Public health priorities

2.6 In June 2013, the Council agreed a further set of key priorities which included a review of the public health priorities. Public health has a key role to play in a number of Council priorities and likewise the Council's own services contribute significantly towards public health. The Council is currently seeking to align the commissioning strategies for public health alongside those of the Council and as part of this the potential to increase cycling opportunities represents an element of this agenda.

2.7 Transport Strategy

2.8 The Royal Borough's Transport Strategy is essentially set out in the Local (Transport) Implementation Plan (LIP) which has been drawn up to support the remainder of the Council's strategies. Essentially the LIP sets out how the Council

will support the delivery of the local priorities in the context of the Mayors Transport Strategy (MTS), primarily utilising funding allocated each year through TfL.

- 2.9 The current LIP was agreed in 2010, and the associated delivery plan covers the 3 year period to 2013/14. It includes the Royal Borough's proposals across a range of areas including road accident prevention schemes, traffic calming (20mph zone), road safety education & training, cycling, walking and road maintenance. The LIP delivery plan for 2014/15 to 2016/17 has been compiled by the Council and will be submitted to TfL for approval in October 2013.
- 2.10 The LIP delivery plan cycling component outlines, in detail, the cycling schemes and initiatives that will be delivered utilising the LIP funding available from TfL, to meet the Borough's targets for increasing cycling. Recognising the limitations of LIP funding, the cycling component is essentially focussed on the shorter term and does not provide a longer term vision for cycling in the Royal Borough in the context of the wider Council agenda. Similarly because the LIP funding arrangements are, in part, divorced from arrangements and opportunities connected to the Mayors "Vision for Cycling" the LIP does not describe how cycling in the Royal Borough could be increased utilising all the funding opportunities that may be available in a joined up way.
- 2.11 Cycling Best Value Review
- 2.12 Following the (2010/11) Best Value Review (BVR) into cycling ("Expanding Cycling Capacity and Facilities in Royal Greenwich") Cabinet agreed to accept an improvement plan recommended by the BVR panel. The BVR improvement plan recommended a number of actions against the following 5 key objectives:
1. Increase council commitment to cycling
 2. Increase promotion of cycling to increase awareness of, and access to, cycling
 3. Improve & expand cycling facilities
 4. Increase provision for leisure & utility cycling
 5. Improve safety and make cycling accessible to all
- 2.13 Accordingly, a cycling strategy is needed to:
- (a) Provide a framework within which an increase in cycling can be supported, through a combination of infrastructure improvements and promotional activity, in a way that is clearly linked to and supports the corporate growth and anti-poverty agenda.
 - (b) Provide a framework against which different schemes and initiatives can be prioritised for funding (particularly TfL funding) and implementation
 - (c) Set out the Royal Borough's modal share targets in relation to cycling
 - (d) Set out the mechanism for reporting progress on delivery of the strategy

3 The cycling vision

- 3.1 Royal Greenwich's vision for cycling in the Borough is for **'more cycling, more often, and even more safely'**. That vision flows through this strategy and associated objectives, actions and targets.

4 Strategic objectives

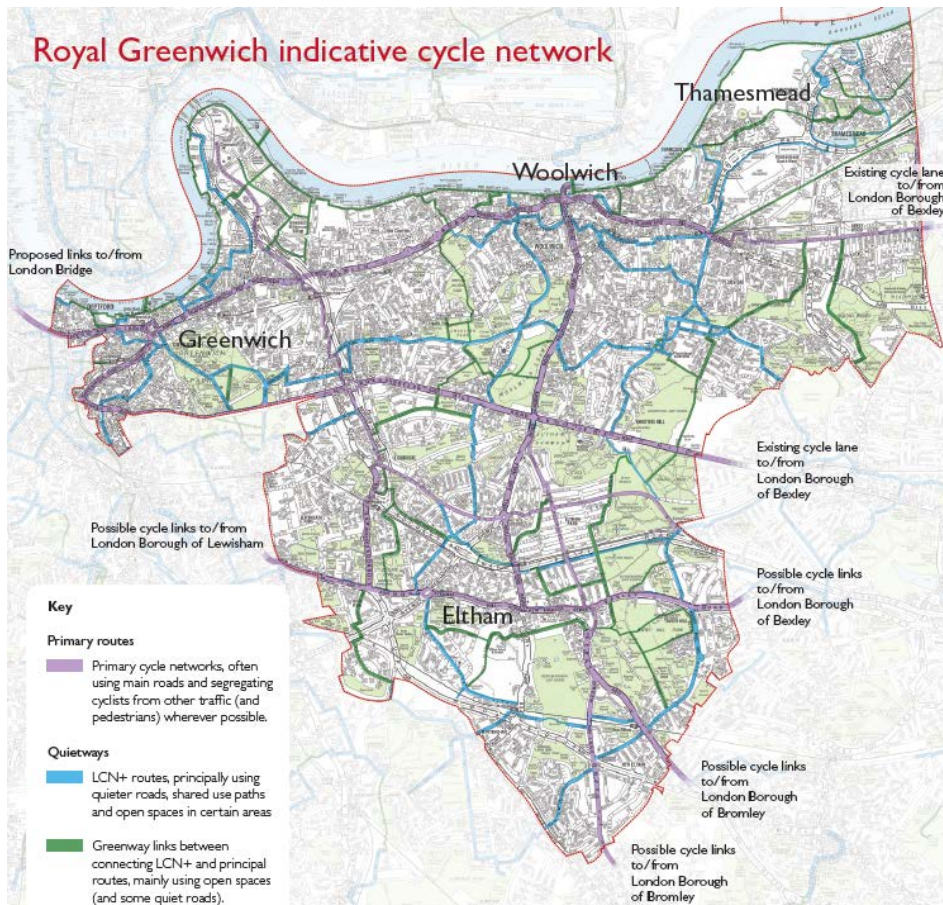
- 4.1 This cycling strategy has been developed around the following key objectives:
1. That the strategy should support the regeneration and growth agenda by prioritising improvements in cycling infrastructure (routes and facilities) that would provide improved access to employment opportunities,
 2. That the strategy should support the anti-poverty agenda by prioritising the improvements to cycling infra-structure and projects that would improve, awareness of, and access to cycling so as to provide improved access to employment opportunities and services,
 3. That the strategy should support improvements in road safety for cyclists and other road users,
 4. That the strategy should support improvements in public health through a focus on behaviour change,
 5. That the strategy should contribute to a reduction in (per capita) CO emissions through increases in cycling as an integral part of the Greener Greenwich agenda

5 Components of the strategy

- 5.1 Our strategy is to seize all available investment opportunities to support our vision of 'more cycling, more often, and even more safely' in a focussed and integrated way that is based on two delivery components.
- 5.2 The two components are:
- The identification and implementation of proposals to provide *'more and better cycle routes'*,
 - The identification and implementation of proposals to *'encourage more and safer cycling'*.

5.3 Component I – “more and better cycle routes”

- 5.4 More and better cycle routes will be provided through the development of a network of high quality, clearly signed routes across the Royal Borough which will give priority to improving connectivity to/from and within growth areas and key transport hubs.
- 5.5 The network will combine direct (improved) routes on the existing main road network and “quiet-way” routes for less confident cyclists along quieter roads and through open spaces.
- 5.6 Initially, a comprehensive review will be undertaken to identify in a ‘grid’ of east-west and north-south routes for development or improvement. This grid network will be comprised of two key elements:
- i. Routes that utilise existing main corridors to provide direct desire lines for cyclists – ‘Primary Cycle Networks’. Whilst these main corridors will principally be on larger roads which necessarily cater for more vehicles, the proposal will be to separate cyclists from motorised traffic wherever practicable. We will aim to install these cycle tracks where road widths are suitable without significantly compromising parking or development. As these corridors are more direct and quicker alignments for cyclists, infrastructure provision should separate cyclists not just from vehicles but from pedestrians as well, avoiding ‘shared use’ treatments where possible. A comprehensive route appraisal study for each main corridor will be developed as a first step towards implementation of these schemes
 - ii. A network of complimentary parallel ‘Quietways’ routes, building on existing LCN+ networks and the proposed Greenways network, which will assist leisure cyclists and those less confident in using the main corridors. These routes will feature ‘shared use’ facilities for cyclists and pedestrians in places and the use of quieter road links. Where routes also require usage of busier roads, separation from motor traffic will be provided where feasible
- 5.7 Figure 1, overleaf, shows the indicative proposed network of primary and quietways cycle networks by 2026. Completion of this network will be subject to funding constraints.



5.8 In addition to the Primary Cycle and Quietways networks, a package of smaller-scale improvements will be identified and implemented in collaboration with local stakeholders to form a local network of cycle-friendly neighbourhoods ('neighbourhood networks'). These will integrate with the wider network and will include:

- Feeder links to the primary network
- Investigating one-way streets to be made two-way for cycling
- Permeability schemes (including cycle 'gaps' and potential road closures for motorised traffic)
- Safe Routes to Schools (including reviews of pavements which may be wide enough for shared-use)
- Safe Routes to Stations (encouraging cycling for short trips to public transport hubs)
- Completion of 20mph zones
- Provision of Advanced Stop Lanes and Trixi mirrors at junctions

- 5.9 These improvements will be both on the highways network and through smaller open spaces, parks or estates. Use of these neighbourhood networks will be supported by the development of detailed local maps showing how the neighbourhood networks integrate with the wider networks.
- 5.10 We recognise the importance of not just 'more' but 'better' routes. This will mean ensuring all route improvements meet the London Cycle Design Standards and other best practice. We will ensure that we maintain new (or existing) routes to a high standard and this will be factored into spending plans
- 5.11 All new network improvements will be supported through awareness-raising activities, focussing Active Travel marketing, promotions and initiatives in the areas benefitting from route enhancements. This will encourage use of new and improved cycle infrastructure.
- 5.12 We will work closely with neighbouring Boroughs to ensure clarity, coherence, integration and quality of cycling routes (including LCN+, National Cycle Network, Thames Path and Greenways) that cross Boroughs in the area.
- 5.13 An important part of this "more and better cycle routes" work stream will be the implementation of new routes through parks and open spaces as part of the Greenways network. On these routes, it will be clear that there is 'pedestrian priority', with considerate cycling permitted.
- 5.14 **Component 2 - 'encouraging more and safer cycling'.**
- 5.15 We will encourage more and safer cycling by continuing to deliver and improve a range of targeted initiatives to (i) help residents and visitors take up cycling, (ii) improve safety for those who choose to ride and (iii) to foster cycling amongst those who may currently feel excluded from this mode of transport. A key element of this work will be encouraging cycling in a way that respects the concerns and safety of all other road users.
- 5.16 We will give priority to the provision of cycle training for children and adults, led ride programmes, cycle parking improvements that help reduce theft (including working with partner agencies to deliver further actions to prevent cycle thefts), workplace, school and personalised travel plans, and better marketing/ information/ awareness raising of the benefits of cycling.
- 5.17 We will work closely with health partners and practitioners to ensure the health benefits of cycling are realised to as widely as possible. This will also include the development and promotion of facilities and clubs to allow residents of all abilities in the Borough to benefit from cycling.
- 5.18 To help address the disadvantage experienced by residents that do not have access to a bike we will investigate the feasibility of cycle hire initiatives in a format

appropriate for the Royal Borough of Greenwich. We will also investigate and support, where possible, schemes to recycle bikes for re-use in the community.

- 5.19 We will explore potential avenues for getting residents and visitors ‘into’ cycling. This would include initiatives such as the continued use of the Hornfair Park BMX track for pupils as part of the Royal Greenwich School Travel Plan programme, supported up by our schools cycle training scheme. We will also explore the potential for developing an annual cycling event to promote cycle use, linked to an existing Royal Borough event such as the Great Get Together.
- 5.20 In summary the implementation of proposals and initiatives within these two components will ensure that the five key objectives of this strategy will be achieved as follows:

Objective 1 will be met by developing a network of cycle routes across the Royal Borough which would give priority to improving connectivity to/from and within growth areas and key transport hubs. The network would combine direct (improved) routes on the existing main road network and (“quiet-way”) routes for less confident cyclists along quieter roads and through open spaces.

Objective 2 will be met through targeted initiatives to encourage those that are currently excluded from cycling, through a lack of awareness or ability, to begin cycling. These initiatives would include the expansion of personalised travel planning, cycle confidence training, access to cycles, support networks for new cyclists and the improvement of facilities within key wards and/or estates.

Objective 3 will be supported by improving existing, or implementing new, cycle routes with a focus on measures that make cycling safer without compromising the needs of those other road users that are essential for growth and regeneration.

Objective 4 will be supported by initiatives that link cycling to the “healthy lifestyle” agenda and with a focus on particular target groups. Work in schools and in support of earlier school travel planning work would be an important to support this priority.

Objective 5 will be met through a combination of the projects and initiatives that would support objectives 1-4.

6 Communications

- 6.1 The successful implementation of this strategy will depend on effective communication. To complement implementation of the strategy we will develop a communications strategy and plan.
- 6.2 The communications strategy will ensure that residents, businesses, visitors and those seeking to invest in the Royal Borough are able to receive good quality, timely information on cycling options and initiatives.
- 6.3 The communications plan will be refreshed and updated every year to ensure that it is fit for purpose and meeting requirements at that time - allowing for incorporation of new information channels as appropriate.

7 Funding

- 7.1 For this strategy to be delivered effectively significant investment must be made to ensure more cycling, more safely, more often happens in Royal Borough of Greenwich.
- 7.2 Implementation of the proposals outlined within this strategy can only take place with the continued support of Transport for London (through the LIP process and other TfL programmes) and inward investment associated with the regeneration and growth agenda.
- 7.3 European cities which have successfully increased cycle usage typically spend at least £10 per capita per annum on cycling. Currently investment in cycling in the Royal Borough is of the order of £5 per person per annum. Although this sum is considerably higher than the UK average, it never the less represents a challenge in terms of meeting the vision set out in this strategy.
- 7.4 In March 2013 the Mayor launched his “Cycling Vision for London”. This sets out his aspirations for implementing a step change in the number of cyclists in London over the next 10 years through improved facilities and promotion. This would be supported by around £300m of additional funding over the 2013/14 to 2016/17 period and around £0.9bn over the 10 year period. The Mayors vision accepted that a large part of the investment would need to be on the local road network and that London Boroughs would need to identify, develop and implement projects – consistent with the specific priorities and programmes set out in the vision.
- 7.5 This strategy will provide a framework for securing the additional investment, from TfL through the LIP and in connection with the Cycling Vision for London and from other sources (such as development contributions, EU bids and other potential funding contributions) that is necessary to deliver the outcomes described.

8 Phasing

- 8.1 This strategy is envisaged to be relevant for the next decade. However it is recognised that its successful implementation will be primarily linked to investment through the LIP. Recognising that the LIP operates on a three year cycle it is proposed to implement the proposals set out in this strategy in three phases that are consistent with the LIP cycle. That is:

Phase 1 (2014/15 to 2016/17) – 3 year programme of action

Phase 2 (2017/18 to 2019/20) – 3 year programme of action

Phase 3 (2020/21 to 2022/23) – 3 year programme of action

- 8.2 Although the strategy will be kept under continual review it is envisaged that a fundamental review will be necessary during 2022/23.

9 Action Plan

- 9.1 The action plan at Appendix A outlines the proposals that have been prioritised for implementation through the life of this strategy. The action plan describes the proposals that will be implemented, subject to funding, within each of the two components of the strategy (“more and better cycle routes” and ‘encouraging more and safer cycling’).

10 Targets

- 10.1 The successful implementation of this strategy will be measured by the contribution it makes to achieving the Royal Borough’s wider strategic priorities of growth, regeneration, addressing poverty and improving public health.
- 10.2 Nevertheless it is important that that there are specific targets related to achievement of the specific objectives that this strategy is intended to deliver. Those targets are set out in Appendix B. The primary target will be to deliver 5% mode share of all trips by bike by residents of Royal Greenwich by 2026.

Royal Borough of Greenwich Cycling Strategy: Appendix A - Action Plan

Infrastructure	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
					Support regeneration and growth	Support anti-poverty agenda	Support road safety	Support public health	Contribute to CO2 (per capita) reductions
Cycle Route Enhancements									
Development of Borough wide primary cycle network routes (main corridors)	MC, ESC	Route appraisal study and implementation of corridors, including: Greenwich – Woolwich/ Plumstead corridor; South Circular alignment and connections; Rochester Way-North Greenwich alignment	Route appraisal study and implementation of corridors, including: Eltham Hill-Eltham High Street-Bexley road alignment; Shooters Hill road corridor North Greenwich – Charlton Riverside corridor	Identification and implementation of additional schemes	√	√	√	√	√
Development of Borough wide Quietways cycle network (parallel Greenway/ LCN+ routes)	MC, ESC	Implementation of Ridgeway route, complete 'Missing Link' section of Thames Path; Plumstead	Implementation of routes through Sutcliffe Park, Woolwich Common, Bostall Woods/ Plumstead	Renewal and upgrade of existing schemes. Investigation and implementation	√	√	√	√	√

Infrastructure	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
					2014/15 to 2016/17	2017/18 to 2019/20	2020/21 to 2022/23	Support regeneration and growth	Support anti-poverty agenda
		Common to Falconwood link (through Oxleas Woods/ Shooters Hill area); Coldharbour / New Eltham Greenway links; Hornfair – Charlton Riverside Greenway Feasibility studies and route development of Phase 3 Greenways projects LCN+ improvements	Common area, plus others (e.g. Kidbrooke – Eltham Greenway improvements) LCN+ improvements	on of any other Park routes Investigation and implementation of connecting routes between new (and existing) Park routes					
Neighbour-hood cycle network maps and implementation	MC, ESC	Local improvements (including links to primary/ Quietways network) in Phase 2 priority areas	Local improvements (including links to primary/ Quietways network) in Phase 3 priority areas	To be identified	√	√	√	√	√

Infrastructure	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
					2014/15 to 2016/17	2017/18 to 2019/20	2020/21 to 2022/23	Support regeneration and growth	Support anti-poverty agenda
		as defined through officer knowledge, BVR inputs and additional local consultation	as defined through officer knowledge, BVR inputs and additional local consultation						
Route Maintenance	ESC	Identification & improvement of sections of routes requiring maintenance.					√		
Route signage	MC, ESC	Regular review and improvement of signage across all routes						√	√
Complimentary infrastructure initiatives									
Speed reductions	MC, ESC	Borough wide 20mph zone phased roll out				√	√	√	√
Use of Cycle Audit process	ESC	Use of cycle audit process when assessing all RBG highways/streetscape/local safety scheme to ensure consideration of cyclists					√		
Junctions review and improvements	ESC	Implementation of road safety schemes at junctions improving safety for cyclists – prioritised using accident records. Improvement of safety at other junctions identified by stakeholders.					√	√	
Cycle accessibility levels	MC, ESC	Review and audit accessibility levels to safe cycle routes to produce a heat map of quality of the cycle network					√		
Cycle Parking									
Estates	ESC	Identification and implementati	Identification and implementati	To be identified	√	√		√	√

Infrastructure	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
					2014/15 to 2016/17	2017/18 to 2019/20	2020/21 to 2022/23	Support regeneration and growth	Support anti-poverty agenda
		on of facilities on Estates	on of facilities on Estates						
Stations	ESC	Implementation of additional facilities at station locations identified through the BVR	Implementation of additional locations across Borough identified by officers and stakeholders	To be identified	√	√		√	√
On Street	ESC	Implementation of additional facilities at on street locations identified through the BVR	Implementation of additional locations across Borough identified by officers and stakeholders	To be identified	√	√		√	√

Behaviour Change Programmes, Monitoring and Review	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
					Support regeneration and growth	Support anti-poverty agenda	Support road safety	Support public health	Contribute to CO2 (per capita) reductions
Personalised Travel Planning (PTP)	MC	Thamesmead / Abbey Wood PTP project delivery phase	Other areas to be identified pending results of pilot PTP projects		√	√		√	√
Bike It (as part of School Travel Plans)	MC	Bike It schools prioritised in BVR phase 2 areas	Bike It schools prioritised in phase 3 areas (subject to funding)			√	√	√	√
School Travel Plans	MC, ESC	Review of Safe Routes to Schools in BVR phase 2 areas plus school cycle training, cycle parking, and road safety education messages	Review of Safe Routes to Schools in phase 3 areas plus school cycle training, cycle parking, and road safety education messages			√	√	√	√
Voluntary Workplace Travel Plans	MC	Focus voluntary Travel Plan adoption and measures in priority areas (university, hospitals, major employers)	Focus voluntary Travel Plan adoption and measures in other areas			√	√	√	√
DC Travel	MC	Ensure robust travel plans are provided in			√	√	√		

Behaviour Change Programmes, Monitoring and Review	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
		2014/15 to 2016/17	2017/18 to 2019/20	2020/21 to 2022/23	Support regeneration and growth	Support anti-poverty agenda	Support road safety	Support public health	Contribute to CO2 (per capita) reductions
Planning		association with applicable planning consents							
Cycle training (adults)									
FORs/HGV Cycle Safety	ESC	Support the roll out of FORS schemes to fleets based in the Royal Borough					√		
Adult Cycle Training	MC, ESC	Continue to develop and offer adult cycle training for anyone living or working in Royal Borough of Greenwich				√	√	√	√
Awareness raising, active travel schemes and events									
Borough Cycle Map	MC	Development and distribution of Borough Cycle Map. Review every 2 years. Development of a smartphone application for map.					√	√	√
Bike recycling project	MC	Development and implementation of a bike recycling project. Promote project to support wider access to cycling.				√		√	√
Events and campaigns	MC, ESC	Series of events and campaigns to boost more and safer cycling, including annual cycling event linked to existing Borough-wide event such as Great Get Together.			√	√	√	√	√
Bike hire schemes	MC	Development of bike hire schemes				√		√	√
Led rides	MC, ESC	Development and implementation of led ride programme – including annual Mayors' ride				√		√	√
Accessible Cycling Initiative	MC	Support and develop a cycling club aimed at anyone of any ability					√	√	√
Communications Strategy and Plan	MC, ESC	Development and implementation of communications arrangements to ensure awareness of cycling projects and initiatives			√	√	√	√	√
Monitoring and reporting									

Behaviour Change Programmes, Monitoring and Review	Target Ref	Phase 1	Phase 2	Phase 3	Cycling Strategy Strategic Objectives				
		2014/15 to 2016/17	2017/18 to 2019/20	2020/21 to 2022/23	Support regeneration and growth	Support anti-poverty agenda	Support road safety	Support public health	Contribute to CO2 (per capita) reductions
Cycle Strategy Reporting and Updates	n/a	Annual report on progress towards targets produced; end of phase report at 2016/17	Annual report on progress towards targets produced; end of phase report at 2019/20	Full review of Cycle Strategy and updated plan for future. Include BVR survey update					
Creation of Cycling Stakeholder Liaison Group	n/a	Annual meeting to review Cycling Strategy snapshot report and full phase report at end of 2016/17	Annual meeting to review Cycling Strategy snapshot report and full phase report at end of 2019/20	To be confirmed					
Automatic Cycle Counters	n/a	Installation of additional cycle counter on Thames Path in Charlton/Woolwich area to monitor flows	Installation of additional cycle counters at agreed locations	To be confirmed					

RBG Cycling Strategy: Appendix B - Targets

Primary and secondary targets are identified below.

Each target relates to the vision of **‘more people cycling, more often and even more safely’** in Royal Greenwich, and is supported by initiatives in the Action Plan.

There are two main types of targets supported by the actions – ‘more cycling’ (MC) and ‘even safer cycling’ (ESC). Many of the actions share these two main aspirations.

Primary Targets

The following primary targets have been set for mode share by bike to 2026.

Mode share for all trips by residents of Royal Greenwich (3-year reporting periods, target ref: MC)

Year	Percentage of all trips made by bike¹
2005/06 to 2007/08	1% (baseline)
2010/11 to 2012/13	1.7%
2011/12 to 2013/14	2.0%
2014/15 to 2016/17	2.9%
2017/18 to 2019/20	3.8%
2020/21 to 2022/23	4.7%
By 2025/2026	Above 5%

¹ As measured by TfL’s annual London Travel Demand Survey (LTDS). Note that interim 3 year averages are less statistically significant than 3 year block summaries. The most comprehensive set of results will be available for 3 year, stand alone blocks showing the period 2011/12 to 2013/14, 2014/15 to 2016/17, 2017/18 to 2019/20 and so on. Interim analysis should be treated with caution.

Secondary targets

Royal Greenwich recognises that mode share targets are just one measure of cycling activity in the Borough. Moreover, given the low number of households surveyed by TfL to measure travel patterns (around 200 in RBG each year), LTDS cannot be seen as the only data source to measure cycling levels. Accordingly, to track changes in cycling in the Borough, a range of indicators and targets will be assessed. These targets are split into outcome and output indicators, as shown in the Tables below.

Indicator	Target Ref	How measured	Baseline	Target**	Notes
Cycle movements					
Cycle flows (1)*	MC	Automatic cycle counters	7% average annual increase across sites (2007-2012)	10% increase per year in cycle numbers recorded at each count site	7% average annual increase observed from 2007-2012; 10% increase would show progress towards overall mode share
Cycle flows (2)**	MC	RBG Road Traffic Counts – total number of cyclists recorded across all count sites	6742 (2011/12)	10% increase per year in cycle numbers recorded at each count site	10% increase would show progress towards overall mode share targets
Mode share – education and workplace					
Cycling to school	MC	Hands-up schools surveys	1% (2011)	By 2013/14 – 2% By 2016/17 – 4% By 2019/20 – 5% To 2026 – 7%+	Ambitious yet realistic targets given School Travel Plan, Bike It projects and Safe Routes to Schools schemes
Cycling to work as 'main mode'	MC	LTDS Census	2% (2008-2011 LTDS) 2.4% (2011 Census)	2011/14 – 3% 2014/17 – 5% 2017/20 – 7% To 2026 – 9%	Mode share by bike to work should be higher than overall cycle mode share. The 2021 Census will help verify the LTDS data
Frequency of cycling					
Percentage of all residents cycling more than once a week	MC	LTDS	8% (2008/9 to 2010/11)	2011/14 – 10% 2014/17 – 12% 2017/20 – 14% To 2026 – 18%	Increases required to meet overall mode share targets
Percentage of all residents 'never' cycling	MC	LTDS	77% (2008/9 to 2010/11)	2011/14 – 70% 2014/17 – 65% 2017/20 – 60% To 2026 – 50%	Decreases in those never cycling important to meet mode share targets and to reduce levels of physical inactivity in Borough
Percentage of adults (16+) cycling at least once a week	MC	Active People survey	7% (2010/11)	2014 – 10% 2017 – 13% 2020 – 16% To 2026 – 20%+	5% mode share by 2026 will require around 20% of adults to be cycling at least once a week; these targets are in line with that aim

Indicator	Target Ref	How measured	Baseline	Target**	Notes
Percentage of adults (16+) cycling at least once a month	MC	Active People survey	12% (2010/11)	2014 – 14% 2017 – 16% 2020 – 18% To 2026 – 20%+	5% mode share by 2026 will require over 20% of adults to be cycling at least once a month; these targets are in line with that aim
Cycle ownership					
Households with access to bike	MC	LTDS	29% (2008-2011)	2011/14 – 35% 2014/17 – 40% 2017/2020 – 45% To 2026 – 50%+	Royal Greenwich currently has second lowest cycle ownership levels of any outer London Borough – targets are achievable when set against comparable Boroughs
Cycle casualties					
Cycling casualties – KSIs and slight casualties	ESC	Accident statistics data, LTDS, Automatic Cycle Counters	9.4 (2005-2009 average; KSIs) 801 (2005-2009 average; slight)	Due to limited trip number and trip distance data it is not possible at a local Borough level to set targets for cycle KSIs per km/trip. Instead we will report annually on total cycle casualty figures, in terms of both KSIs and slight casualties, and show how these relate to the changes in cycling levels expected to be achieved through the Strategy	

*it is proposed that additional cycle counters are installed across the Borough to accurately measure flows over the period of the plan. These will be installed in line with the phased approach (see Action Plan) and especially on new routes through parks/open spaces to monitor usage.

**where annual targets are not given (instead in 3 year reporting cycles in line with TfL) the annual reports will still show progress towards the 3 year target if data is available

***we recognise that RBG counts at each site are taken on one day of each year, which is a snapshot indication of traffic flows (including bikes) at those sites. As the specific day at each site is not the same each year, and as weather conditions will fluctuate, this indicator is a guide only

Targets – Outputs

Indicator	Target Ref	How measured	Baseline	Target	Funding Source	Notes
Infrastructure						
Greenways schemes	MC, ESC	n/a	1 new Greenway route per annum (2013/14)	Minimum 1 new route per annum	LIP/TfL & Development Contributions	Essential in order to meet stakeholder requirement for safer

Indicator	Target Ref	How measured	Baseline	Target	Funding Source	Notes
				created		cycling routes
Primary and Quietways cycle network improvements	MC, ESC	Review by stakeholders % of overall networks completed	n/a	100% (by 2026)	LIP & Development Contributions	Local cycling groups will be invited to review infrastructure improvements as a guide to quality/ effectiveness of routes By 2026 all mapped primary/ quietway routes to have been delivered
Neighbourhood network improvements	MC, ESC	% of overall networks completed	n/a	100% (by 2026)	LIP/TfL & Development Contributions	By 2026 all mapped neighbourhood network improvements to have been delivered
Cycle parking provision (on-street, stations, visitor attractions, and at existing Estates)	ESC	Number of new spaces provided each year	n/a	80 per year up to 2016/17	LIP/TfL (plus secured through new developments)	80 additional spaces per annum is our LIP target; saturation may be reached beyond 2017. New target to be set at that point
Information, Behaviour Change and Funding						
Royal Borough of Greenwich Cycling Website traffic	MC	Number of unique views per annum	1,687 (2011)	2000 unique views per annum	n/a	Increased interest in cycling from various schemes leading to increased 'web hits'
Schools cycle training	MC, ESC	Number of pupils trained per year	1,000 (2011/12)	1,000 per year	LIP/TfL	Within the number trained the ambition is to generate as many Level 2 passes as possible

Indicator	Target Ref	How measured	Baseline	Target	Funding Source	Notes
Adults cycle training	MC, ESC	Number of adults trained per year	210 (2011/12)	10% increase in numbers trained per year to 2020	LIP	Some London Boroughs achieve nearly 400 adults trained per year (with similar population sizes). To include HGV/fleet drivers
Borough Cycle Maps	MC	Number of maps distributed each year	No baseline	2,000 maps distributed per year up to 2019/20	LIP	Distributed at events, through cycle shops and at leisure centres, libraries and other locations as well as online
Number of residents engaged through Active Travel projects	MC	Number of residents through PTP, events or other schemes	250 (2011/12)	500 per annum	LIP/ Public Health/ EU funding	Realistic target through variety of communications channels