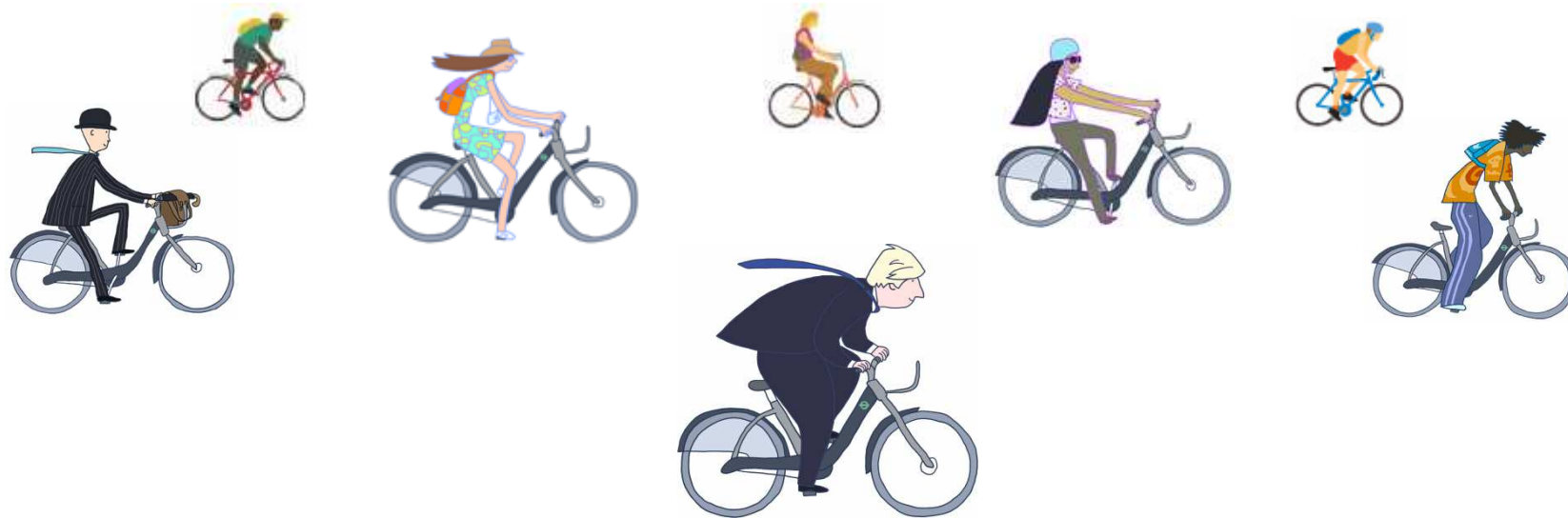


The Cycling Revolution London



Jennifer Calvert
Senior Policy Officer – Cycling, TfL



Summary

- **The Cycling Revolution London**
- **2010 year of cycling –achieving the revolution**
- **Barclays Cycle Hire**
- **Barclays Cycle Superhighways**
- **Other key areas in the year of cycling**



The London Cycling Revolution



"I believe that the cycle-ised city is the civilised city"

Boris Johnson, Mayor of London

- MTS target of **400% increase** in cycling by 2026 (from baseline 2000)

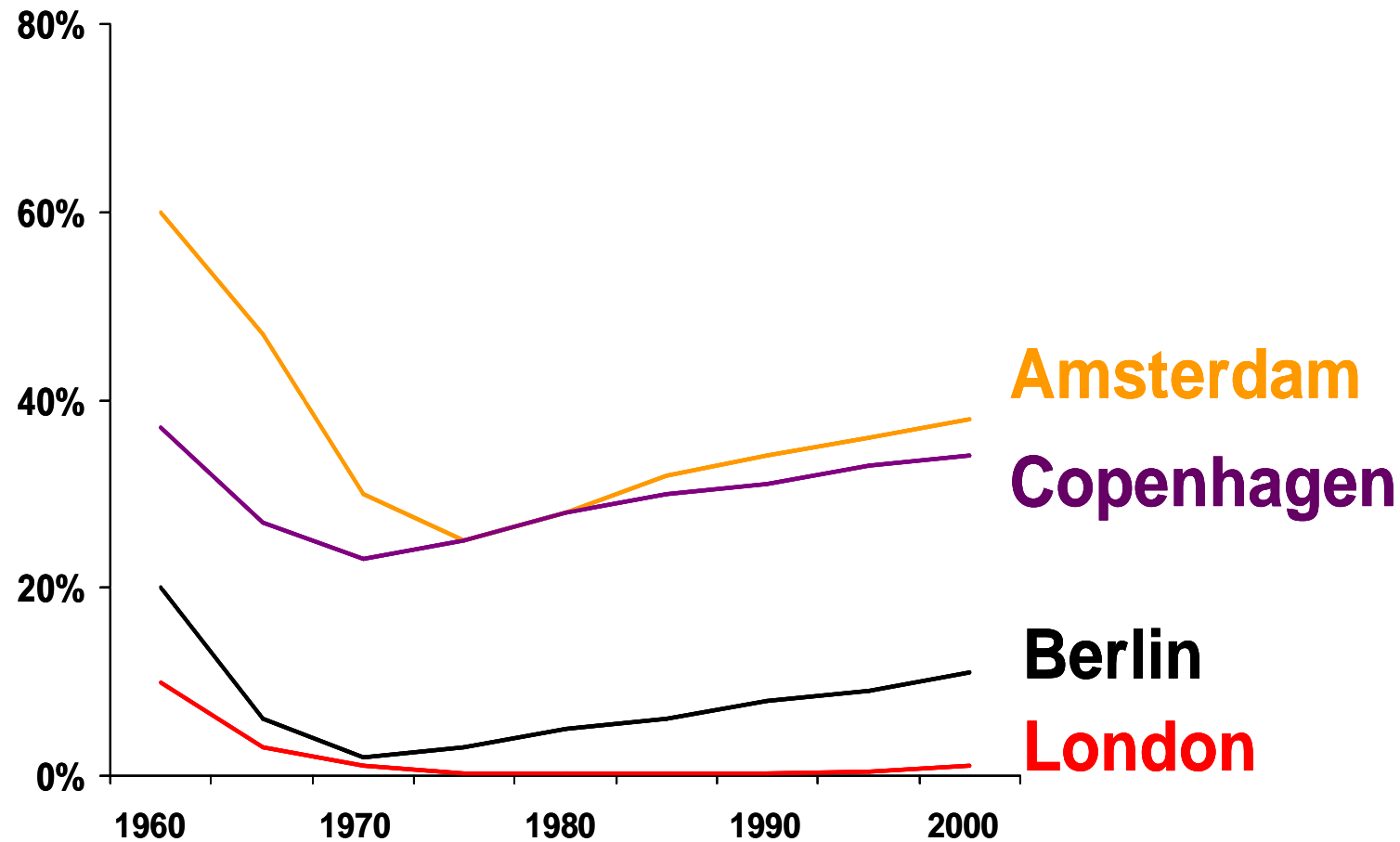
5% Mode share (currently 2%)

Cycling in the capital is on the up, but the Mayor wants to go further to really make a difference to how Londoners get about their city

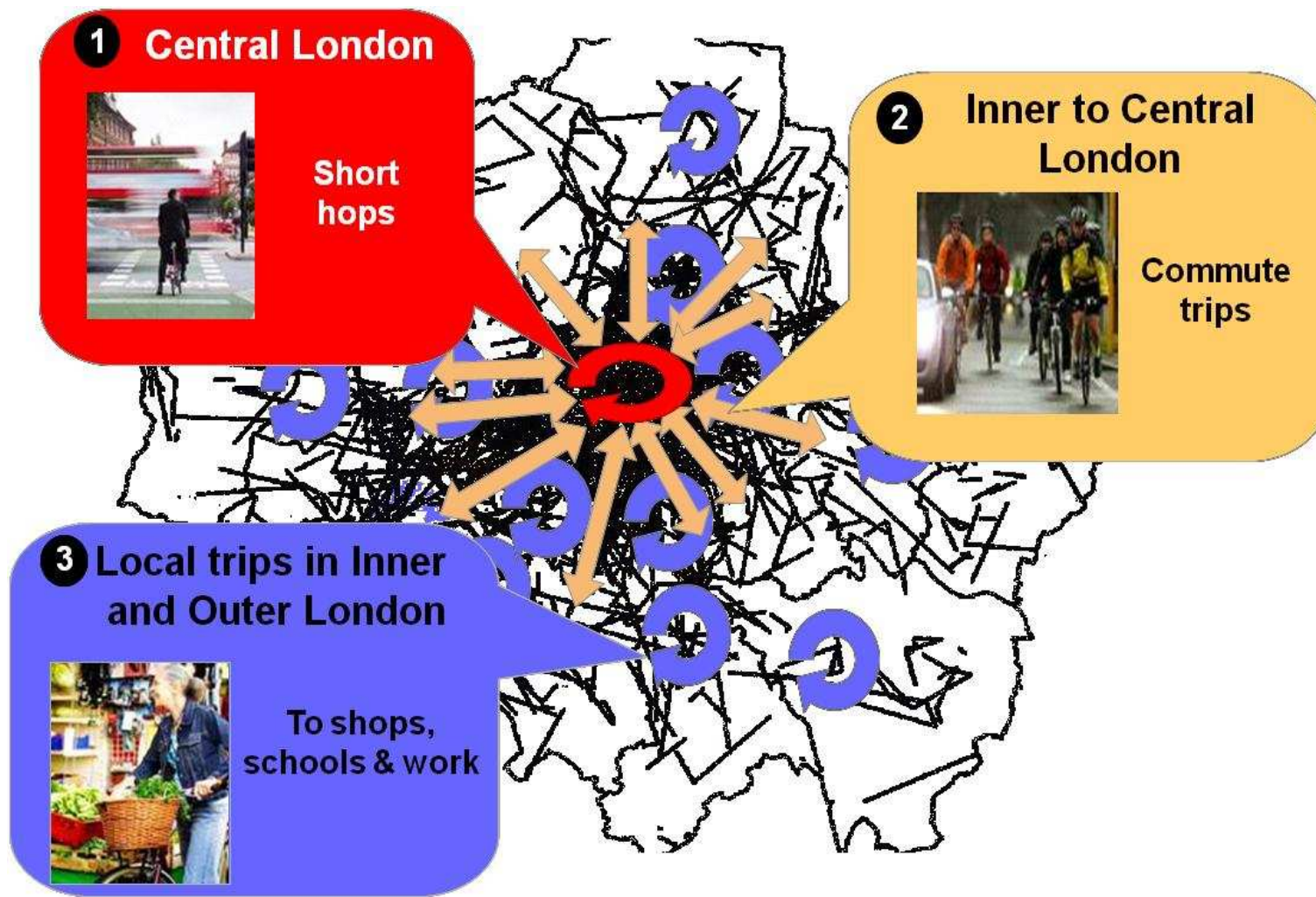


A 400% increase in cycling – similar growth to that achieved by Copenhagen, Berlin and Amsterdam in the past 20-30 years

Cycle trips as % of total trips



Achieving the cycling revolution – 3 main opportunities, 3 major projects



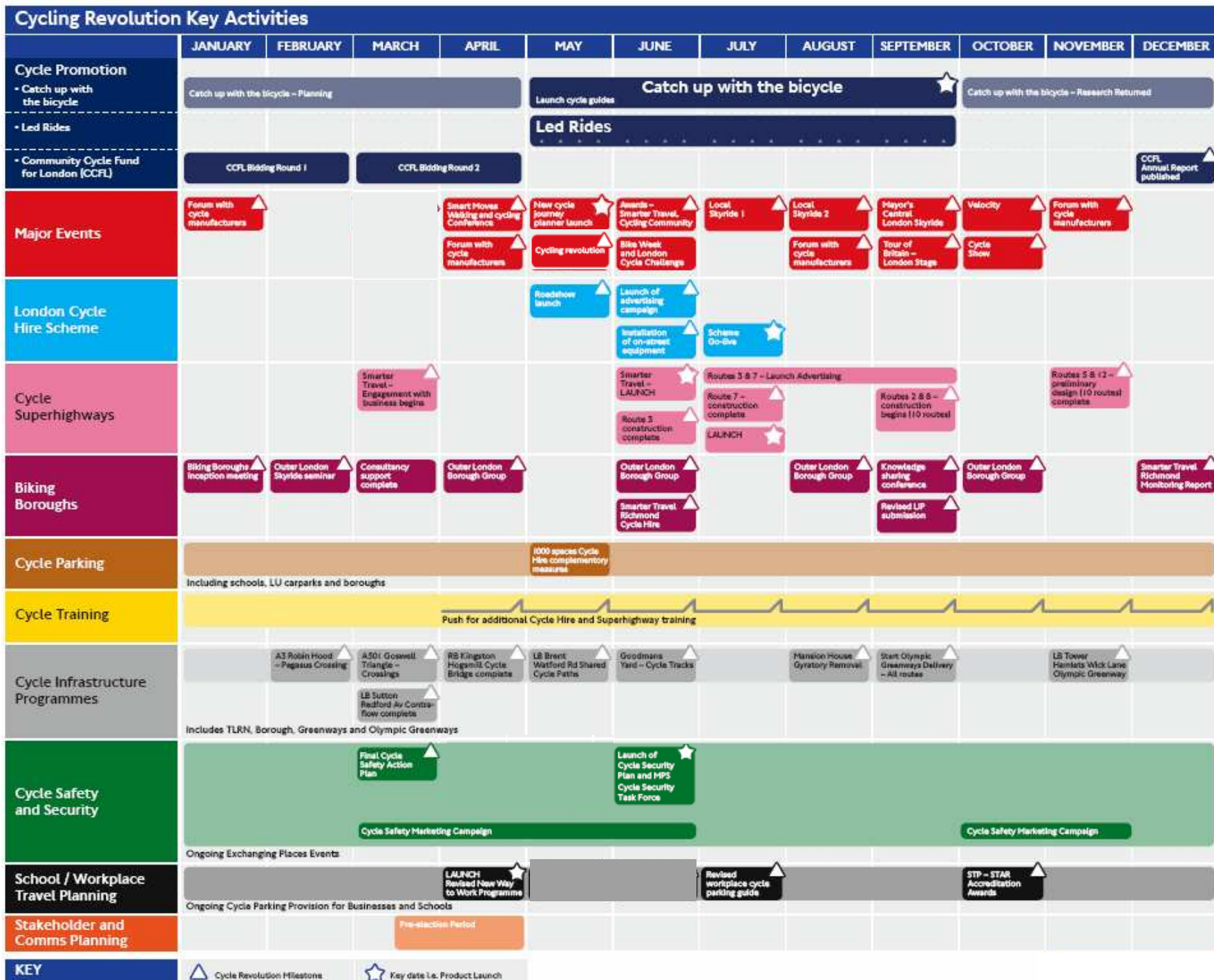
2010: Year of Cycling – achieving the revolution

Action across all areas:

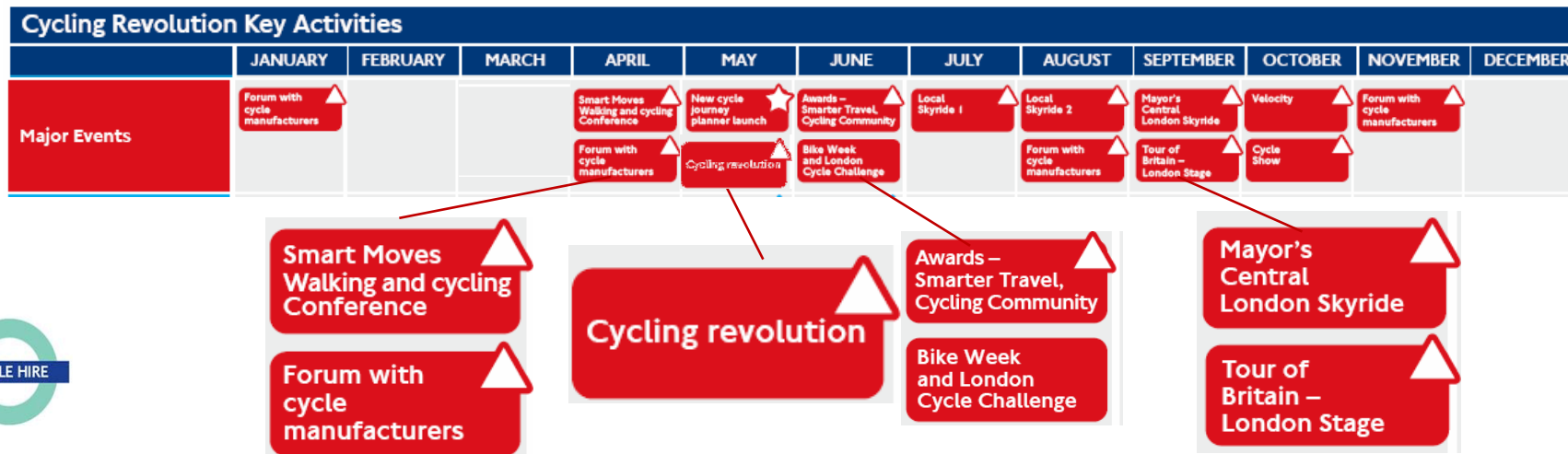
- Marketing, promotion and events
- Cycle Hire
- Cycle Superhighways
- Biking Boroughs
- Cycle Parking
- Cycle Training
- Infrastructure
- Safety and security
- Responsible cycling

2010





2010 – The Year of Cycling



• Raising the profile and the image of cycling

- 2010 'Catch up with the Bicycle' campaign



- A summer of great events, including three Skyrides (attracting over 100k people), the London Cycle Challenge
- The launch of Barclays Cycle Hire and Superhighways



Barclays Cycle Hire Scheme

Short
Hops

Cycling Revolution Key Activities

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
London Cycle Hire Scheme					Roadshow launch	Launch of advertising campaign Installation of on-street equipment	Scheme Go-live					

- Launched July 2010
- Short hops, pick up drop off
- 5,000 bikes, 300+ docking stations
- 5 year £25m sponsorship deal
- Complimentary measures to support behavioural change
- Pricing structure to encourage short journeys



Bicycle features

Adjustable saddle

Mud guard to
protect clothing

Reflector

Basket with elastic cord

Lights

Reflector



Lights

Integrated chain protector

Unique cycle number

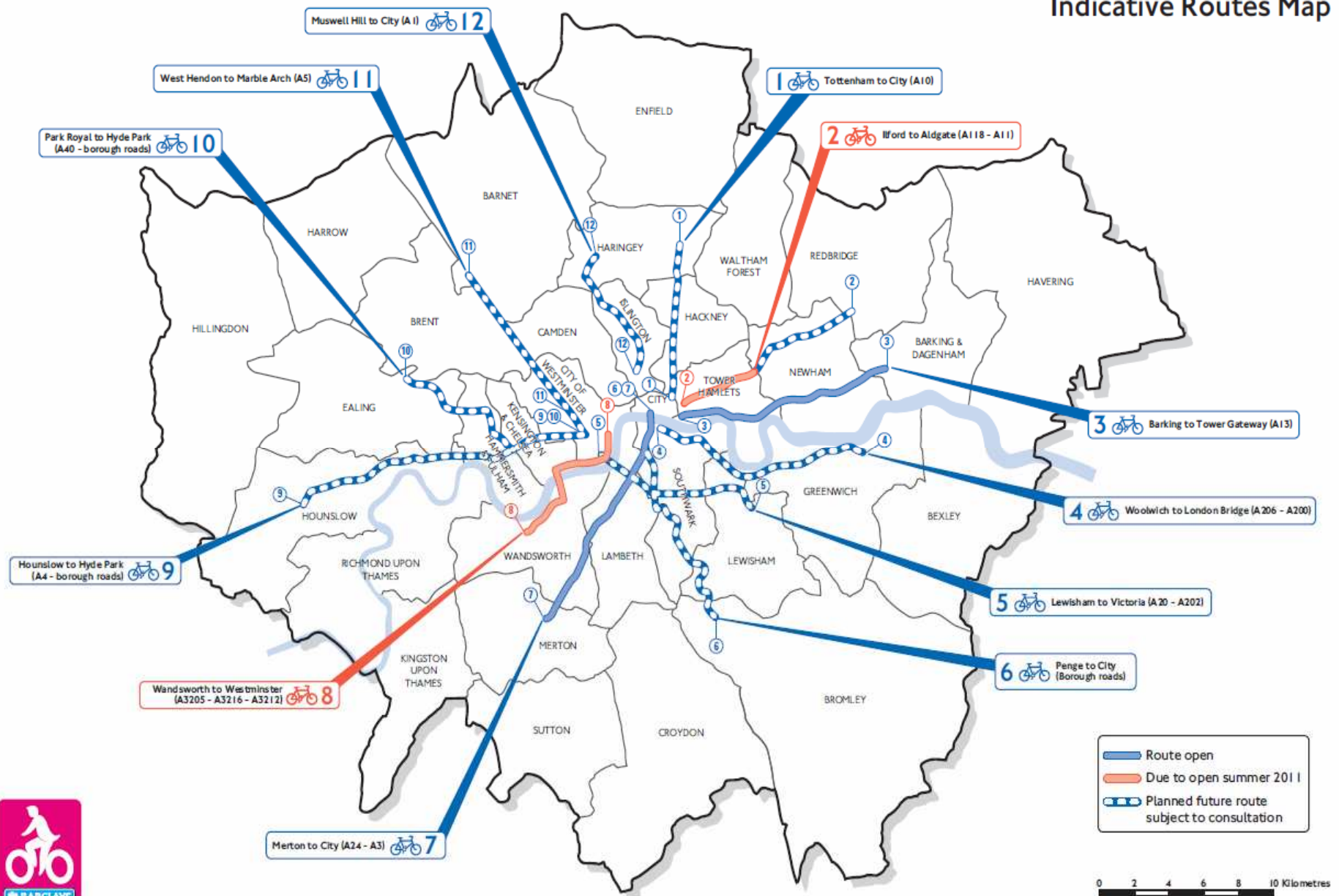


- **None of the design compatible** with other bikes
- Casual users by the end of the year
- **Eastern extension** by 2012



Barclays Cycle Superhighways

Indicative Routes Map



Barclays Cycle Superhighways

Twelve radial commuter cycle routes from outer to inner London

Cycling Revolution Key Activities											
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
Cycle Superhighways			Smarter Travel – Engagement with business begins			Smarter Travel – LAUNCH	Routes 3 & 7 – Launch Advertising				Routes 5 & 12 – preliminary design (10 routes) complete
						Route 3 construction complete	Route 7 – construction complete LAUNCH		Routes 2 & 8 – construction begins (10 routes)		

The customer wanted:

- Safe
- Direct
- Continuous
- Visible
- Comfortable
- Informative
- Value for Money



Commuter Trips

Home end 'push factors':

Marketing, training, residential parking, working with London boroughs

Work end 'pull factors':

Work place cycle parking and lockers, bike maintenance, working with businesses

Safety, security & enforcement



Package of measures



resurfacing



Directional signage



39 Safety 'Trixi' mirrors



Junction improvements



Cycle parking

Early results

Cycle Hire

- 1m trips
- Over 100k active members
- 20k journeys a day
- Changes in attitudes and the types of people cycling



Cycle Superhighways

- +20% increase on routes, 90% in some areas
- Customer services indicating behaviour change
- Neutral impact on bus journey times
- Enforcement activities – parking and encroachment of ASLs - 1300 FPNs issued

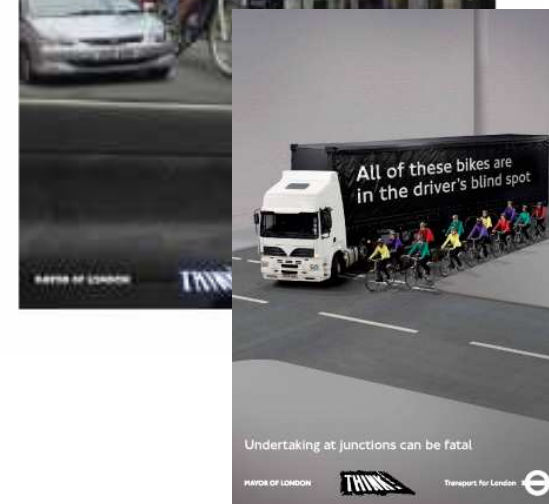
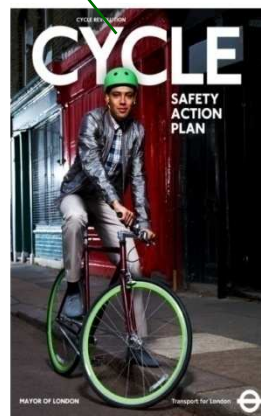


Cycle Safety

Cycling Revolution Key Activities

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Cycle Safety and Security			Final Cycle Safety Action Plan			Launch of Cycle Security Plan and MPS Cycle Security Task Force	
			Cycle Safety Marketing Campaign				
	Ongoing Exchanging Places Events						

- Cycle Safety Action Plan - March 2010
- Evidence based action plan
- Partnership working
- Highlights:
 - Cycle/HGV and motorist safety campaign, motorists
 - Targeted enforcement (cycle task force)
 - accredited CPC driver training



Other areas of the cycling revolution...

Security – security action plan – main output, 30 strong ‘cycle task force’ for safety and theft

Cycle Parking – Mayor has set TfL a target of increasing it by 66k between 2008-2012

Biking Boroughs – working with 13 outer London ‘Biking Boroughs’ to maximise the potential for cycling in those areas. Leading to a significant uplift in action on marketing, training and facilities for cycling in Outer London



Partnership working

- Not possible without partners
- More important going forward with smaller budgets
- Manufacturers and retailers forum
- Sponsorship and partnership marketing opps.
- Wider economic benefits



Conclusion - A Cyclised City

- A cycling revolution is underway in London
- 2010 saw the beginning of a step change
- With safer infrastructure, more security and better communications we aim to transform the London cycling experience
- More Londoners than ever will view (and are viewing) cycling as a quick, cheap and healthy way to travel around the city



Thank you

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