

# Introduction



This guide is intended as a simple, easy to grasp combination of all Space For Cycling as campaigned for in Hammersmith and Fulham to help candidates. hfcyclists is one of many borough groups in the London Cycle Campaign promoting such demands for changes to our boroughs.

We've split this guide into five parts:

1. [Ideas Behind The Themes](#)
2. [Opportunities Ahead Of Us](#)
3. [Trends That Need To Be Acknowledged](#)
4. [Our Mini-Manifesto](#)
5. [A Recap Of Asks By Ward](#)

Should you prefer it as a PDF, you can download a copy from this link.

You are naturally encouraged to share this guide. As candidates please make sure your support (should you give it) is acknowledged on the main Space For Cycling Action Site.

We will aim to update this guide with extra information, and if you have any queries, please email [alex@hfcyclists.org.uk](mailto:alex@hfcyclists.org.uk)

# 1

## Ideas Behind The Themes

Here we go through each theme, give some local examples and cite the particular wards under each theme.



### Cycle Friendly Town Centres

Hammersmith and Fulham is a borough filled with a rich range of town centres and residential streets. Fulham, Hammersmith and Shepherds Bush are all major centres in a London-wide context, but due to both long-standing markets like that on North End Road or more recent developments like Westfield there are centres that focus both local and external shoppers in the borough.



*OK, now what? Where's the parking? Arriving in our town centres on bike needs to be straightforward.*

With measures like stop and shop parking it is clear that there is a local strategy for encouraging motor vehicles into these spaces. However, other than increasingly packed cycle parking at some of these town centres there is not a consistent approach being taken to encourage, foster and grow cycle traffic to our town centres.

We seek measures in a number of wards along a number of lines to ensure that by reworking junctions, making more use of two way cycling on one-way streets, reducing through traffic, using 20mph speed limits and adopting measures that avoid full bike parking preventing journeys being successful we have genuinely cycle friendly town centres.

Wards using this theme:

### **Addison**

[Connecting neighbourhoods under the railway and over Shepherds Bush Road by reducing traffic speeds and stopping rat-running](#)

### **Fulham Broadway**

[Make Fulham's main roads into welcoming high streets](#)

### **Avonmore and Brook Green**

[Connecting neighbourhoods over Hammersmith Road, by the A4 and around Olympia by making the one way streets in the area, two way for cycling](#)

### **Hammersmith Broadway**

[Make Hammersmith a calmer environment with 20mph from the Thames to the Town Centre](#)

### **Parsons Green and Walham**

[Make the centres of Fulham into pleasant areas by reducing traffic speeds, removing rat runs and making one way streets two way for cycling](#)

### **Town**

[Safer junctions with lower speeds to improve entry to borough](#)



## Protected Space On Main Roads

Cycle routes along main roads have been controversial in recent memory due in large part to the debate and deaths upon the Superhighways and other main roads in the rest of London. We have been fortunate to see mostly injuries rather than deaths on our side of London but there is no room for complacency.



*crossing the A4 need not be a barrier, it's actually easier than many other main roads in Hammersmith and Fulham thanks to this 1980s crossing under the Flyover*

As plans for protected space are developed and rolled out elsewhere in London we see no clear plans either for junctions using protected space to help quieter cycle routes cross major roads, or for major roads to be radically reworked. Goldhawk Road is a good example here as an urban dual carriageway the council has studied reworking it but as yet failed to include major cycling provision. It would provide a great east-west link through the borough enabling many journeys.



*Segregated space for cycling on Addison Bridge, no fear of this queue of cars but...*

Though the Superhighways programme has now been in review for some time we have yet to hear an update on outcomes for Hammersmith and Fulham. Should Superhighway 9 fail to be delivered as the council believes this will be a setback, especially to providing linkage from our borough into Central London. It is this radial traffic that has seen the greatest increase and as commuter and other traffic continues to grow provision must be made on our busiest roads to ensure people who choose cycling can do so in the safest ways possible.



*...the second you reach Kensington and Chelsea the lane stops and it's up to you to 'negotiate' to the right of a queue of cars turning left. Why? Imagine this for car drivers on the A4!*

We are using this theme in the following wards:

**Askew**

Protected Space on Goldhawk Road, reworking a dual carriageway into a bicycle boulevard

**College Park and Old Oak**

Safe passage to the north of the borough with protected space on Wood Lane

**Fulham Reach**

Safe prioritised junctions over Fulham Palace Road

**North End**

Safe prioritised junctions over A4 and measures on surrounding streets

**Palace Riverside**

Safe prioritised routes throughout Palace Riverside

**Sands End**

Safe prioritised routes along Wandsworth Bridge Road

**Shepherd's Bush Green**

Protected Space around Shepherd's Bush Green and Holland Park Roundabout



## 20mph Speed Limits

20mph limits are one of the simplest and most widely used measures for changing the outcome and frequency of collisions on roads. In other countries in Europe it is very common for equivalent low speed limits to simply be the norm in residential streets throughout. In London, localism currently dictates that such plans are mostly local policy with TfL having control of certain key roads.



*Hammersmith's first 20mph zone in Hammersmith Grove*

We are fortunate in Hammersmith and Fulham that the two most important, A4 and A40 are grade or junction separated at all key points so a borough or default 20mph limit can be quite separate from these roads which already use different speed limits to their adjacent streets. TfL have also adopted 20mph themselves for roads in Camden and junctions such as Waterloo's IMAX roundabout.

We have one ward using this theme, but as our mini-manifesto states we are keen to see progress toward default or borough speed limits so that 20mph is



seen more generally in town centres and residential streets. We are also continuing to campaign for 20mph on Hammersmith Bridge, as a simple immediate measure that would make a bridge presently shared with through traffic far less intimidating for people on bikes. Finally, 20mph zones should be better enforced as even the presence of police can have a marked effect on driver behaviour before any fines are given.

## Munster

### [20mph for the heart of Fulham](#)



## Safe Routes To Schools

Journeys to schools have been targeted by many programs over the years from national government, boroughs and TfL. Whilst those have often seen some local changes, and some improvements the overall picture remains disappointing. There is clearly still scope for far more cycling to school, and the effect on congestion can be dramatic. Even beyond that, children able to cycle to school can then cycle on to other events and facilities and enjoy happier, healthier childhoods.



We're sure it's 'fun' to cycle with your kids down or over Uxbridge Road, but shouldn't it be more pleasant and safe?



We have this ask in one ward to help extend from existing plans to support safe routes to school in the area, but naturally all improvements we are campaigning for should be planned to provide for young age groups to ride in safety to school or otherwise.

## **Wormholt and White City**

### Safe Routes to Schools over Uxbridge Road and on key side streets



## **Remove Through Motor Traffic**

The borough in London which has the most well known record for removing through motor traffic is Hackney, and a cycle through that borough is instructive. Hammersmith and Fulham has also applied similar ideas at certain stages in the past, but even now there are many streets and neighbourhoods where routes that avoid major junctions are busy well into the quiet hours. Those roads that are regular routes in The Knowledge for taxi drivers, or known by delivery drivers are all too clear to local residents.



*Goldsmiths Row in Hackney, one cited example of a quietway. Through motor traffic is blocked by bollards.*

With local traffic falling on main roads we seek fuller use being made of both existing measures and additional ones to remove unnecessary through traffic and help calm street for the benefit of all.



*A fire gate on Aldbourne Road, very narrow gaps and could be improved, but keeps this road quieter for residents.*

We have this ask in one ward, but many of the liveable town centres themed demands also seek measures to deal with through traffic in one form or another.

### **Ravenscourt Park**

[Aschurch Park Villas is used as a rat-run despite existing calming](#)



## **Cycle Routes In Green Spaces**

Cycle routes in green spaces are a vital way of providing leisure cycling away from traffic and also of providing the most relaxed routes for not only new riders but experienced riders seeking an easier ride. For children and their parents they provide perfect opportunities to practice their abilities on bike, and often access to a bike can help counter poor access to green spaces.



*As seen almost throughout our parks.*

We actually don't have any demands under this theme as almost all council controlled green spaces provide at least acceptable routes at present.

A number of routes in green spaces such as Wormwood Scrubs, Shepherds Bush Green and Bishops Park could be much more readily accessed with better approaches from nearby roads, and currently most people who cycle in these spaces have to make confusing and potentially dangerous manoeuvres to reach them.

We therefore remind candidates that as quality is improved on cycling in the borough, we must not neglect the links into and through our green spaces.

# 2

## Opportunities Ahead Of Us

### Taking advantage of new investment in cycling and the urban realm

The Mayor's Vision For Cycling In London, though it didn't meet every single aspiration cycle campaigners may have had presents the opportunity for a 'step change' in cycle provision. As projects near a more visible stage we remind candidates that that 'step change' needs to have meaning in every borough, and ideally every ward.



*Was this the most we could get on Beadon Road? It's very wide now and an entry to a major and dangerous junction.*

There is a range of investment and rule change opportunities ahead, along with renewed and positive enthusiasm from campaigners. In addition, Hammersmith and Fulham continues to see high levels of income from developers and areas of major redevelopment. It is vital that where money is spent, the best possible outcomes are achieved to make that 'step change' a reality.

Cycle Hire has been a high profile addition to the borough, but it is only with a completed cycle network and our own links into the forthcoming Central

London Grid of cycle routes that we will see the full potential. There are already good guides [from Cambridge Cycle Campaign on Making Space For Cycling in new developments and renewals](#) which help explain these ideas further.

## Improving our local cycle strategy and network using new standards

The council has applied for funding to provide a new cycling strategy and for more accurate surveys of cycle numbers and views on cycling. We are keen to see not only revisions to the [borough cycle strategy from 2004](#) but a clear commitment to deliver on improving and completing the borough cycle network. We expect full and genuine consultation and involvement in any new cycle strategy.

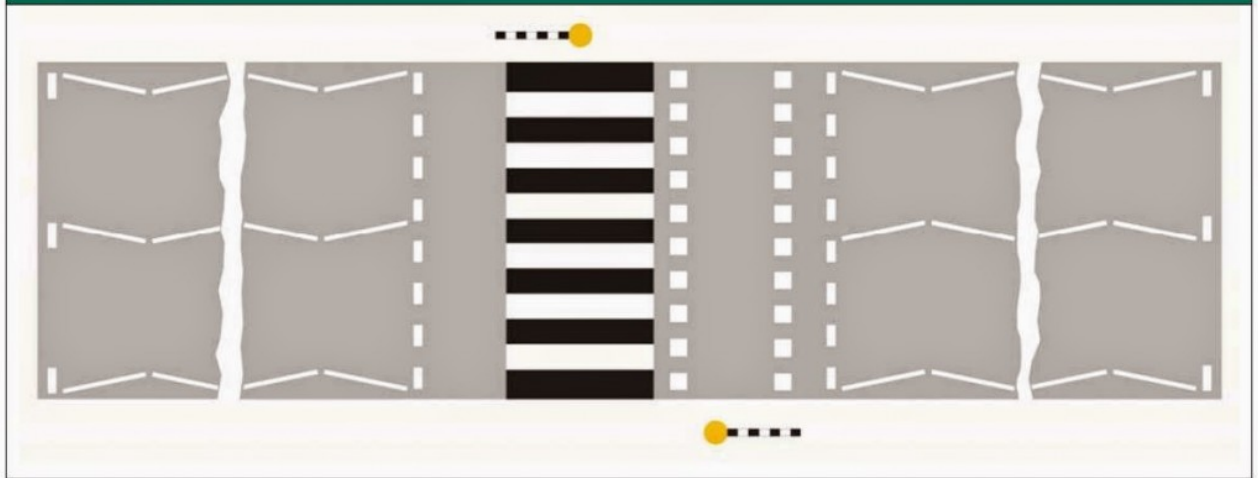


*Hammersmith and Fulham Walking and Cycling Map 2006*





**Figure 5.1 proposed concept layout for a shared-use pedestrian/cyclist crossing**



*The potentially revolutionary Cycle Zebra crossing, now out for consultation. Though called shared-use, this would finally enable cycles and pedestrians to cross in parallel in a clear way as seen in other countries.*

Many transport professionals and interested parties such as ourselves are desperate to see these things rolled out. Clearer guidelines on space for cycling will mean less dependence on shared space and less conflict with pedestrians and other road users.



## Making the most of regular repairs



*Poor road quality on Wood Lane*

Potholes and poor road quality continue to be a persistent bugbear for all road users, but for cyclists they have the potential to cause serious injury and potentially far worse. All too often patch and mend approaches, or placement of manholes directly in cycle lanes or resurfacing that neglects cycle lanes makes this worse. And in some cases all three at the same time.

The council needs to ensure best value for money and better outcomes for people who cycle by ensuring that the repair of roads takes account of road quality in cycle lanes, thus reducing compensation paid to those who claim for injury to either themselves or their bicycles.

Additionally there is clearly scope whenever any road is to be relaid to undertake to use the latest standards and designs for cycle facilities to help deliver that little bit more of a usable, safe, direct and higher quality network.

# 3

## Trends That Need To Be Acknowledged

Recognising falling trends in car ownership and use

**55%**

of households in Hammersmith and Fulham have no access to a car or van



**5,025**

fewer cars available to households since 2001

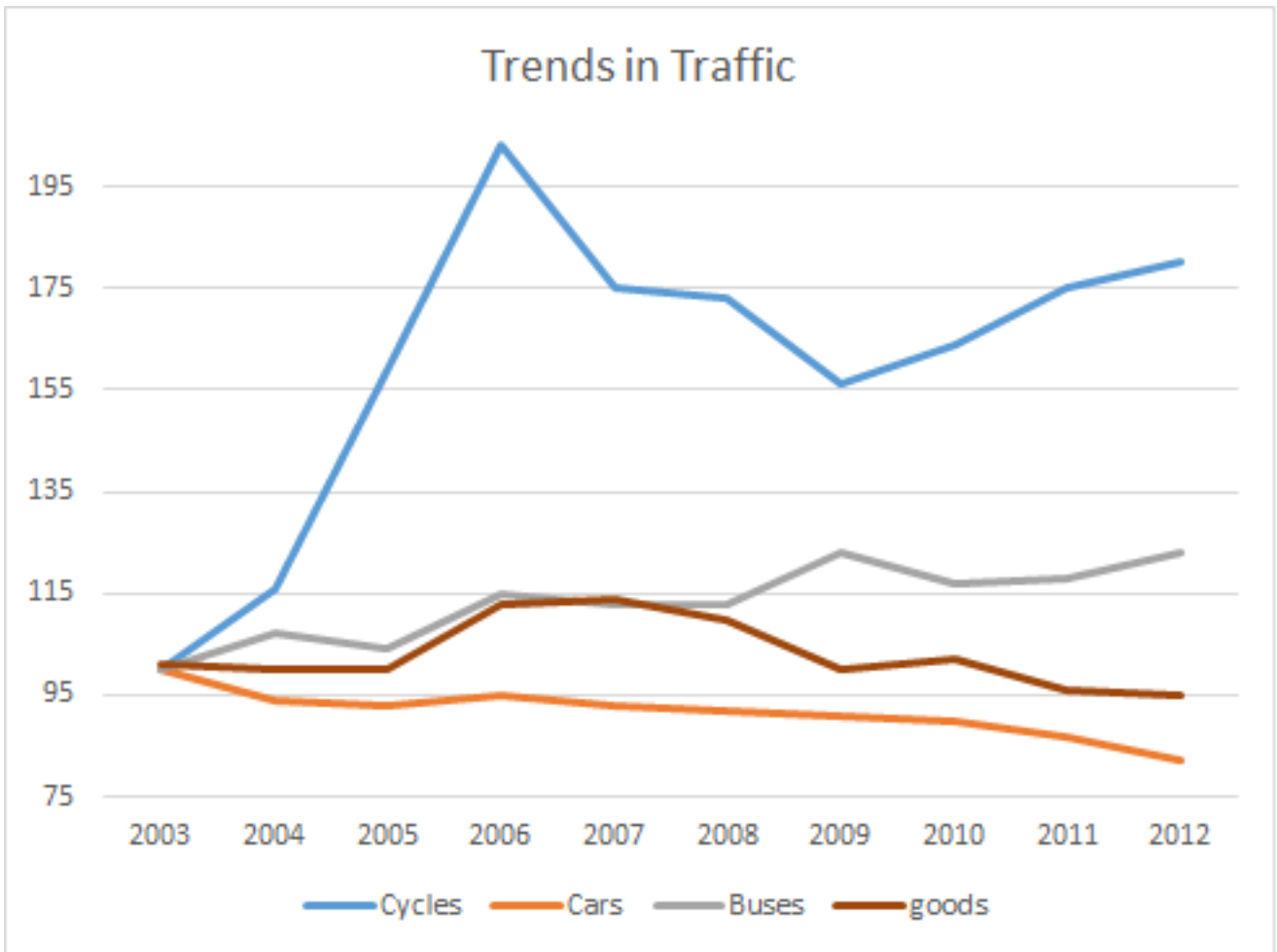


**3**

cars for every 10 people in the borough as a whole



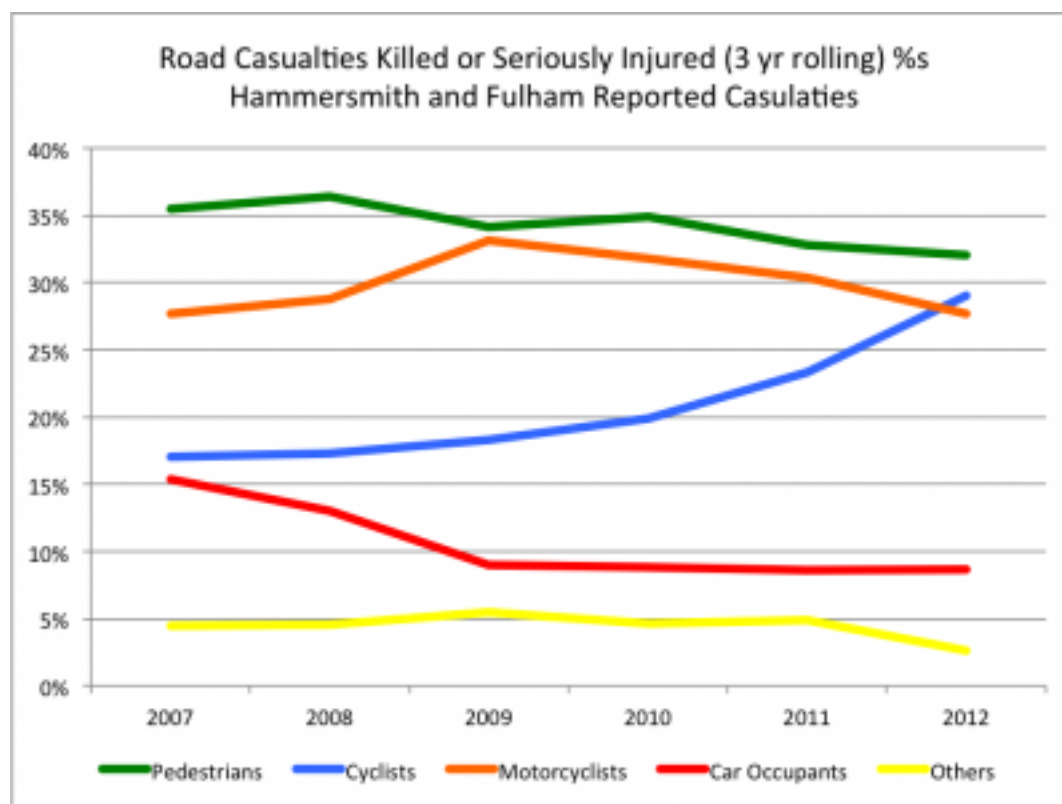
There are fewer cars or vans in the borough than there used to be and a declining section of the population have access to them. Indeed, where in 2001 49% had no access to a motorised private vehicle, now it's 55% and in some wards as high as 65%. With so few cars available to many residents a valid question is how best to enable cycling as a mode of transport to undertake those journeys that public transport is not able to provide for.



The decline in car traffic in Hammersmith and Fulham is particularly striking at 18%, cycling appears less clear in trend in these figures but it should be remembered that cycling is not a huge part of the source figures (DfT Traffic Counts).

The trend in goods could well be reversed given the number of development projects and opportunity areas in the borough and beyond. This is of particular concern as it may lead to increased volumes of HGVs coming into conflict with people on cycles. It is vital that existing programmes for training are combined with junction designs that provide safe space for cycles as now planned at Hammersmith Broadway by TfL.

## Dealing with the rising proportion of deaths and serious injuries (KSI) for vulnerable road users (people on foot and bikes)



We often hear that cycle groups need to take notice of the balance of road use. One of the important things we'd ask candidates to do is to take notice of the balance of those who are being seriously injured or killed (KSIs) on the roads in the borough. There has been an [alarming increase in the proportion of people on cycles involved in such collisions](#). If you want to reduce KSIs (and we'd be surprised if you didn't) you will find the council needs to focus more on cycle KSIs in future years.

There are few blanket measures that can really deal with this. Training can only be delivered to a few at a time, and interventions can only focus on specific junctions. Other local governments, such as the City of London have reacted to such a trend by opting for borough wide default speed limits of 20mph. This will likely reduce the severity of collisions, though eliminating them would mean adopting Dutch concepts of sustainable safety. The forthcoming new London Cycle Design Standards and TSRGD may enable those, but only as and when they are applied to existing roads.

## Encouraging regular cycling

We hear from a lot of candidates that they want to encourage cycling, and naturally we agree with this idea. However, the question that needs to be addressed is what is the encouragement for, and also what barriers to cycling are preventing people from cycling regularly. No in-depth survey exists for Hammersmith and Fulham alone but London and wider surveys repeatedly cite fear of motor traffic as a problem.



Current statistics show that Hammersmith not only ranks highly on commuter cycling in London but higher still on irregular cycling with just over 23% of people cycling once a month or more. As impressive as that may sound, in the Netherlands that figure would be over 80%. We've got the hire bikes, there are standards on offer to help make genuine and attractive routes for cycling - we can get a much higher figure if we try.



*Other boroughs can provide better facilities for parking than this, what happens when the neighbours join in?*

Additionally, work to provide better facilities for parking in particular, especially where parking cycles on railings or in houses is a problem should be a core activity. Hackney, a borough with a similarly high cycling rate has a [sustained programme for bike parking using Bike Lockers and Hangars, trial and long term parking in the carriageway](#). A similar programme should be adopted, incorporating cycle parking in the carriageway, which is only rarely used in the borough at present.

# 4

## Our Mini-Manifesto

Our members have agreed the following shorter summation of our views alongside the Space For Cycling ward campaigns. Though we have recapped these at length above, we include them here to show the basis agreed with our members.

In order that cycling can grow further and be a genuine choice for more people in Hammersmith and Fulham, we believe that there should be:

- A complete cycling network in Hammersmith and Fulham connecting neighbourhoods, schools and town centres addressing key barriers (e.g. Hammersmith Gyratory, Shepherd's Bush Green, bridges, main roads, railway lines) with direct and safe routes and protected space and junctions on or over main roads.
- Greater emphasis on the needs of pedestrians and cyclists over through traffic especially where space is highly contested. We have seen a dramatic fall in car ownership and use in the Borough so there is space to work with. Additionally the health issues of air pollution and inactive lifestyles need to be tackled together by providing a more pleasant environment and urban space for all.
- Further use of bollards (filtered permeability) should be made as a rapid and efficient way to reduce through traffic using residential streets as rat runs.
- Stronger enforcement of 20mph limits, using updated police guidance, to further reduce casualties and provide a safer feeling space where 20mph limits already exist.
- Wider use of 20mph limits and zones in the borough. This should be introduced as a priority for Hammersmith Bridge and further as a priority in Town Centres. Ultimately our aim is for a default, borough 20mph limit.
- Greater attention to road quality. Potholes are a nuisance to all road users and a particular danger to cyclists; the council should aim to address all potholes on the main roads rapidly as a matter of critical safety.



- Increased efforts to provide parking for bicycles to support access to bicycles for more residents, including placing stands in the road. A single car space can hold 10 bicycles, helping free pavement space for pedestrians.

# 5

## A Recap Of Asks By Ward

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