



Royal Greenwich Draft Cycling Strategy

**Setting out Royal Greenwich's aspirations
for cycling in the Borough to 2026**

This strategy shows how we will work towards achieving our vision of 'more cycling, more often and even more safely' in Royal Greenwich, ensuring that cycling contributes to our growth, anti-poverty, public health and transportation priorities.

RBG Draft Cycling Strategy Appendix B: Cycling Strategy Targets

Primary and secondary targets are identified below.

Each secondary 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 bike ¹
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)	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	1% (2011)	By 2013/14 – 2%	Ambitious yet realistic

		schools surveys		By 2016/17 – 4% By 2019/20 – 5%	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 – 4% 2014/17 – 5% 2017/20 – 7% To 2026 – 8%	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%	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%	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%	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
Percentage of adults (16+) cycling at least once a month	MC	Active People survey	12% (2010/11)	2014 – 14% 2017 – 16% 2020 – 18%	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%	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 accidents – KSIs	ESC	Accident statistics data, LTDS, Automatic Cycle Counters	9.4 (2005-2009 average)	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 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						
Greenway schemes	MC, ESC	n/a	1 new Greenway route per annum	Minimum 1 new route per annum created	LIP/TfL & Development Contributions	Essential in order to meet stakeholder requirement for safer cycling routes

Primary and Quietways cycle network improvements	MC, ESC	Review by stakeholders	n/a	n/a	LIP & Development Contributions	Local cycling groups will be invited to review infrastructure improvements as a guide to quality/ effectiveness of routes
Neighbour-hood network improvements	MC, ESC	% of overall networks completed	n/a	100% Min. of 1 new Safe Route to School p/a	LIP/TfL & Development Contributions	By 2026 all mapped primary and local 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
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
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