

## London Cycling Campaign

21 February 2017

### Bishop Kings Road – Proposed Traffic Improvements

[https://lbhf.citizenspace.com/transport-and-technical-services/copy-of-effie-road-barclay-road-point-closure-cons/consult\\_view/](https://lbhf.citizenspace.com/transport-and-technical-services/copy-of-effie-road-barclay-road-point-closure-cons/consult_view/)

This consultation response is on behalf of the London Cycling Campaign, the capital's leading cycling organisation with more than 12,000 members and 40,000 supporters. The LCC welcomes the opportunity to comment on plans. The response is in support of the response from HFCyclists, the borough group, and was developed with input from the co-chairs of LCC's Infrastructure Review Group.

LCC supports motor vehicle traffic reduction and restriction in order to enable more people to walk and cycle and to discourage journeys by motor vehicle. In residential areas, "modal filter cells" increase community cohesion and civic participation, as well as increasing walking and cycling. LCC is supportive of further traffic reduction measures and further measures to boost cycling and walking across Hammersmith and Fulham, including by creation of further modal filter cells. In this location, a modal filter would be the preferable option – but as with other modal filters, Hammersmith and Fulham should design it as part of a "cell" bounded by main or distributor roads to ensure the maximum benefit for the community, cycling and walking.

General points about cycling schemes:

- LCC requires schemes to be designed to accommodate growth in cycling. Providing space for cycling is a more efficient use of road space than providing space for driving private motor vehicles, particularly for journeys of 5km or less. In terms of providing maximum efficiency for space and energy use, walking, cycling, then public transport are key.
- As demonstrated by the success of recent Cycle Superhighways and mini-Holland projects etc., people cycle when they feel safe. For cycling to become mainstream, a network of high-quality, direct routes separate from high volumes and/or speeds of motor vehicle traffic is required to/from all key destinations and residential areas in an area. Schemes should be planned, designed and implemented to maximise potential to increase journeys – with links to nearby amenities, residential centres, transport hubs considered from the outset.
- Spending money on cycling infrastructure has been shown to dramatically boost health outcomes in an area. Spending on cycling schemes outranks all other transport mode for return on investment according to a DfT study. Schemes which promote cycling meet TfL's "Healthy Streets" checklist. A healthy street is one where people choose to cycle.

- LCC wants, as a condition of funding, all “Quietways” highway development designed to London Cycling Design Standards (LCDS), with a Cycling Level of Service (CLOS) rating of 70 or above, with all “Critical Fails” eliminated.