



Bike 2001: A 3 year bicycle plan for Camden

produced by the

Camden Cycling Campaign

The Bike 2001 was formulated by a handful of key Campaign members, following a request from councillors for an analysis of the problems encountered by cyclists, and a structured report which presented recommendations on how the council could address the issues arising. Bike 2001 was presented to Camden Council in October 1997. The Council started work on its Camden Cycle Plan in 1999, which drew heavily upon this document.

Update April 2001: The state of the art Camden Cycle Plan was formally launched on 6th April 2001. It is believed to be the most advanced and ambitious UK strategy to encourage cycling, and is available on-line from Camden Council's web site [here](#).

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SUMMARY

The Bike 2001 strategy covers four distinct, but intertwined, headings: objectives, methods, monitoring, and feedback.

1. Objectives identified are primarily an increase in cycle use, and the improvement of cyclists' safety. Documents justifying these are listed.
2. Methods to be used include physical measures as well as organisational structures, inspirational messages, and education. Examples are given of each.
3. Monitoring is recognised as important, both in managing continuing actions, and in assessing future directions. Examples of possible monitoring points are given, though the list is not exhaustive.
4. Feedback, both within the Council and to the public at large, is an important means of maintaining interest and involvement.

The activities constituting 'methods' will benefit greatly from an iterative procedure, such as that described on page 2. This will enable continuous improvement to both physical measures and organisational structures, based upon performance and results.

Finally, there is a comprehensive list of the specific actions to be undertaken in implementing this strategy; this list is split into 2 main sections each having 3 iterative phases.

The first section addresses the need for physical measures to improve cycling conditions, and is subdivided into phases requiring research, design, and building of facilities.

The second section deals with activities relating to people and organisations, and is subdivided into question, inspire, and support phases.

The most important components of the action plan, which includes those relating to the London Cycle Network, cycle parking, local networks, and schools projects, have been timed and sequenced in a pair of Gantt charts at the end of this document.

A detailed job description for the Borough Cycling Officer (adapted from the AMA's) is included in an appendix. A further appendix lists references.

INTRODUCTION

The National Cycling Strategy (NCS) provides an excellent framework in terms of targets to be achieved and the general mechanisms to be employed to reach them.

We have based our implementation plan on this, but added more detailed areas to reflect specific requirements local to Camden. Whilst many of the targets herein are due for completion by 2001, we have included targets for later years in order to provide a longer term context and to conform with National Cycling Strategy targets.

In order to implement a significant proportion of this plan, an expansion in the allocation of in-house resources for cycling will be required. This will enable the council to achieve an increase in cycle usage in the borough as laid down in a wide number of council and government policy documents.

The Camden Cycling Campaign recognises that there are practical restrictions to the Council's ability to reallocate resources to cycling, and thus proposes to develop a series of partnership projects with Camden, which are consistent with progressing the objectives below, and which are structured to enable the Campaign to make a significant contribution.



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JUSTIFICATION

Objectives

- To increase cycle use in line with National Cycling Strategy. Justification: Council's draft UDP, 1998/99 TPP, Camden Plan, Clearing Camden's Air (1996), Draft Sustainable Transport Policy; Government's Planning Policy Guidance (PPG12, PPG13), Strategic Guidance for London Planning Authorities (RPG3), 1997 Road Traffic Reduction Act, Agenda 21, Health of the Nation.
- to improve cycling safety. Justification: DoT targets, Camden Road Safety Plan, Healthy Cities.
- to identify specific groups amongst which cycling could be relatively easily and safely increased.
- to identify methodologies for assessing effectiveness of actions
- to promote local activities in the interests of economic regeneration

Methods

- Physical measures. Eg London Cycle network and local cycle routes, traffic calming, cycle parking, road maintenance, training and leisure circuits,
- Organisational. Eg Cycling and Pedestrian Liaison Committee (CPLC); Streets and Transport Sub-Committee; Environment Committee; Road Safety Forum; Seminar for Officers to bring them up to date with guidelines, engineering, etc; Borough Cycling Officers Group; London Planning Advisory Committee.
- Inspirational. Eg Green Travel Plans, Camden's cycling targets, other major employers targets, schools
- Educational: Eg new officer, schools' road show, driver awareness

Monitoring

- Need for new facilities. Eg accidents, pavement cycling, illegal manoeuvres, questionnaires to existing cyclists, police offence records.
- Effectiveness in reaching target groups. Eg take up of home delivery by cycle from shops, occupancy of cycle parking.
- Register of facilities. Eg Geographical Information System map locating all cycle facilities, and updated at 6 monthly intervals.

Feedback

- Within council: eg 6 monthly reports from CPLC to Streets & Transport or Environment Committee, seminars for councillors & officers.
- Outside council: eg reports to Agenda 21 core group, articles in "Camden Citizen".



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METHODOLOGY

In devising the implementation plan we found it useful to first consider the 'processes' required to progress cycling in our borough, and they seem to split naturally into 2 distinct areas:

1. Our physical environment, where the council can implement physical measures,
2. The people who live, work, or pass through Camden, and organisations based in the borough. They have a considerable choice in how they interact with their environment, but are influenced by changes in it, and through encouragement and practical support.

Process Model



In both processes there is an ongoing circular movement involving the acquisition and analysis of information, which will allow solutions to be formulated, and then implemented.

We have used this model to structure the Bike 2001 implementation plan below.



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THE PLAN : ENVIRONMENTAL CONDITIONS

Research

1. Cycling Officer: Review the current remit of the cycling liaison officer with reference to the model job description in Appendix B (from 'Taking Cycling Seriously' (Association of Metropolitan Authorities, 1993). Job description agreed by Cyclists and Pedestrian Liaison Committee, and formally approved by Streets and Transport Committee by June 1998.
2. Cycling in Context: Analyse the benefits arising from increasing cycle use across the entire spectrum of council activities & services. Particular attention should be paid to the potential for assisting regeneration of the borough through more efficient transportation and increased employment via expansion of the cycle service sector. Also review departmental policy and practice (especially housing, leisure & education), to ensure consistency in the council's support to the encouragement of cycling. Programme of remedial action by March 1999, with target completion date of 2002.

Acquiring information:

1. Cyclist Questionnaire: Leaflet 2,000 cyclists in summer of 1998 with questionnaire covering specific problems they encounter, which should include questions to assist with analysis of the areas in section D below.
2. Cycle Counts: Conduct and analyse quarterly cycle counts starting in spring 1988 using north/south and east/west cordons bisecting the borough, in order to satisfy section 2 of the Road Traffic Reduction Act, and ensure council has accurate baseline information from which to calculate subsequent changes to cycle journeys (CCC could help).
3. Cycle Facility Information: Compile list of all LCN and local cycle route roads, and all cycle facilities, including parking stands

by June 1998 (CCC can help), and put this on a geographical information system (GIS) by December 1998. Thereafter update system at 6 monthly intervals.

Enhancing Safety and Attractiveness of Cycling

1. Accident Analysis: By March 1999 research accident patterns over last 5 years, in particular to identify locations where facilities required (cf 1998/99 TPP 'priority....in engineering schemes... to be given to pedestrians & two wheeled vehicles), & reverse 14% increase in cycle casualties compared to 1982-85 baseline figures to achieve Department of Transport target of reducing accidents by 1/3 by year 2000 (TPP 1998/99). Note: a vital figure required is the casualty rate/km travelled; this can be estimated from the cordon counts above.
2. Design Issues: Programme of officer awareness of good design practice to be applied to all traffic management schemes by Sept 1998. (Documents which should be readily available to officers are listed at end of plan.) Review effect on cyclists of all advisory and peak hour only cycle lanes, including impact of vehicle parking and enforcement levels. Assess existing and planned traffic calming schemes to ensure cyclists needs are fully catered for, especially when on LCN or local network. Cyclists' Liaison Committee to instigate programme of short cycle rides for officers around key Camden areas starting in March 1998. The use of physically segregated cycle lanes and cycle route continuity issues should be researched, as CCC believes that NCS targets to quadruple cycle trips by 2007 cannot be achieved without significant further physical engineering.
3. Speed limits : Introduction of further local area 20 mph speed limits, with the target of 15% of the boroughs roads (by length) covered by 2002, 40% by 2007.
4. Perceived hazards: Identify top 20 locations/routes with significant perceived hazards, particularly those in vicinity of large numbers of non-cycling public (to encourage non-cyclists) - prioritise locations by March 1999.
5. Physical barriers: By March '99 assess all one-way streets/gyratories in terms of deterrence to cycling & the potential remedial measures; identify road closures lacking cycle gaps, & prioritise by cost effectiveness of providing new gaps.
6. LCN coherence: By December 1998 analyse and repair LCN plans (ie fill in strategic gaps), reprioritisation of LCN and local cycle route implementation, & identification of further local routes or facilities required. Review signage and establish key destinations to ensure consistency between neighbouring boroughs. Committee to approve where appropriate by June 1999.
7. Improving existing facilities: Analysis of design shortfalls (eg vehicle obstruction) for existing cycle facilities & routes by Sept 1999.
8. Pavement Cycling: Identify and research top 20 pavement cycling locations to identify areas where the provision of cycle facilities would significantly reduce pavement cycling by June 1999.
9. Cycle theft: Acquisition of cycle theft figures, analysis of areas where cycle theft rates are high, or new locations are required, for cycle parking by March 1999. Reference: Cycle Parking Report (CCC 3/97), Cycle Parking Standard (LCC, 3/95).
10. Maintenance: Identify locations with maintenance defects by June 1998 and ongoing requirements (eg road surface cleaning) by Dec 1998 for:
 - all cycle facilities (including cycle parking)
 - surfaces and surface markings of LCN, local cycle routes and other roads with significant levels of cycle traffic, all cycle signage
11. Signposting: Assess LCN signage (frequency, strategic destination and interborough consistency), signage for road closures exempting cyclists, signage for all cycle parking not at main point of demand by Dec 1999.
12. Funding : Council to formally commit itself to a fixed proportion of annual Environment Department capital expenditure to cycling (eg York spends 10% of TPP allocation), with a minimum annual fixed sum. Agreed by Dec 1998.
13. UDP & Development Control : Enforce current cycle parking standards more rigorously from June 1998. Upgrade cycle parking & general cycle policy in UDP at start of next UDP revision cycle.

Design

1. Areas under direct Council control: By December 1999 devise overall Camden Cycle Plan to address the above findings thus complying with the Camden Plan and National Cycling Strategy target of doubling cycle trips 2002 (and a quadrupling by 2012), including a prioritised (by urgency of need, not ease of implementation) and timetabled programme for:
 - LCN route & facility design, including coherent signage programme, with formal committee approval by Dec 1999.
 - Local cycle route network design: Committee approval by June 2000.
 - Individual (ie not on LCN or local routes) cycle facilities designed, including redesign of key cycle-unfriendly TM schemes, by Dec 2001.
 - Identification and survey of locations for cycle parking stand installation.
 - Redesign of existing cycle facilities which require safety or convenience modifications, including a review of all advisory and part-time mandatory lanes and the deterrence to cycling if these are occupied by parked vehicles.
2. Establish maintenance programme by Dec 1998 for:
 - cycle routes, signage and facilities in need of urgent attention
 - facilities requiring regular maintenance (eg segregated cycle lanes)
3. Areas requiring liaison with other bodies:
 - Liaison with rail operators to improve bikes access to stations/onto trains
 - Liaise with Police to establish a plan to reduce cycle theft.
 - Safer Cycle Routes to (Secondary) Schools study completed by Dec 2000.

Implement

Build

1. LCN cycle routes with targets of 60% completed by 2002, 100% by 2007.
2. Local cycle route, with target 50% completed by 2002, 100% by 2007.
3. Other facilities not on LCN/local routes: 40% completed by 2002, 100% by 2007
4. Cycle parking stands to reach target of 1 cycle parking space for each 11 cycle journeys by 2002, 1 space per 5 journeys by 2007. At current cycling levels this gives target total cycle parking spaces of 1000 by 2002, 2200 by 2007.
5. Modifications to existing cycle facilities, and cycle unfriendly locations (not on LCN/local routes), to reach target of 40% requiring changes completed by 2002, 100% by 2007.
6. Install/upgrade signage to achieve following targets. LCN: 70% completion by 2002, 100% by 2007. Local routes: 40% by 2002, 100% by 2007.
7. Undertake urgent maintenance (100% completed by June 1999), and commit to targets and frequency for future inspection & maintenance by June 1999.
8. Ensure good cycle design guidelines operational from Spring 1998 for all schemes incorporating cycle facilities, and from Spring 1999 for all other traffic management schemes.

Negotiation

1. Agree with rail operators minimum space for 6 cycles per train for new rolling stock orders/refits from 2002, minimum 6 spaces available on all trains by 2007. Identify stations with problematic cycle access & seek solutions with Railtrack.
2. Implement cycle theft reduction plan to achieve agreed percentage target reduction rate from 1997 figures (20%?) by 2002.
3. Reach target of 10% for journeys to school by cycle by 2002, 25% by 2007. Set target accident reductions for cycle accident rate per km travelled by 2002.
4. Start negotiations with Hampstead Heath Management Committee for cooperation in planning a circular cycle leisure route (this route could make partial use of Camden's road network) by Dec 1998.



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THE PLAN: INDIVIDUALS & ORGANISATIONS

Question

1. Conduct surveys to acquire information to determine areas such as:
 - general and locality specific barriers in Camden to cycling
 - employer provided facilities (eg parking, showers, cycle loans & mileage)
 - current numbers & proportion of cyclists so baseline can be determined
2. ...from the following groups
 - Council staff (especially in Environment Dept.)
 - secondary school children (and teachers/parents) & students
 - Employers, by targetting largest 100 employers/employer groups (via Employers Transport Roundtable, Chamber of Commerce, Schools, Hospitals & other health services, local traders associations etc)
 - general public
 - areas of activity (by type & local area) where cycle trip rates are particularly low
3. ... and analyse, and establish target cycle trip increase in above sectors by June '99.
4. Seek creative solutions to increase incentive for public, employers & employees.

Inspire

By Council example:

1. New target for Council employee cycle usage, linked to Camden Plan target of 30% reduction in employees commuting by car by year 2001
2. ... supported by showers & cycle parking at all council buildings by 2001.
3. New target of 5% trips by cycle by 2001, and 10% by 2007, for employees and contractors whilst on council business. Obvious area to consider include Parking Control (Westminster attendants already use bicycles), Street Cleansing monitoring, Engineering Inspectorate.

4. ...supported by cycle and trailer pools at 4 key council buildings by 2001, and in 10 buildings by 2007.
5. Promote Camden's existing cycle loan and allowance scheme from January 1998, and monitor uptake.

Through outreach activities:

1. Local public presentations on practical aspects of green transport issues
2. Devise & launch publicity campaigns to promote :
 - support for Camden's 3 year cycle plan
 - walking, cycling, & using public transport targetted at:
 - work (commuting and for business use) - establish Bicycle User Groups (BUGs) with target percentage of 40% in large firms by 2002 and 90% by 2007.
 - colleges & secondary schools
 - shopping & leisure
3. "Don't Choke Camden" in 1998, 1999 & 2000
4. Promotion of health benefits from more people cycling (eg individually: fitness, longer life. Community: less air & noise pollution, less asthma). Quantify potential impact for Camden if NCS targets achieved.
5. education of drivers (private, commercial, bus) in terms of road traffic law (eg Advance Stop Lines) and Highway Code, with campaigns targetted at top 10 cycling hazards caused by motorists.
6. education of cyclists on road traffic law.
7. the initiatives below

Support

1. Structured programme of adults' & childrens' on-road cycle training to make full use of welcome new Cycle Training Officer appointment, with schemes ranging from basic for young children, to intermediate adult, in full operation by January 1999. Target coverage 25% of borough's children in 10-14 age range by 2001, 50% by 2004, 75% by 2007.
2. Provided (perhaps as part of LCN) one cycle leisure route by Dec 2001, which has cycle facilities offering relative safety to cyclists who use it; second by Dec 2007.
3. By 2001 provide a road skills training circuit (eg Talacre Park), & provide second further location where need is particularly great (eg W. Hampstead) by Dec 2007.
4. Re-establish contact with Camden & Islington Health Authority, and actively support joint projects which encourage people to cycle as part of a healthier lifestyles
5. By 2002 establish Green Transport Centre: advice/resource centre/Maint. workshop.
6. BikeMate: offer one-to-one route finding and safety tips service (perhaps in collaboration with CCC) from Summer 1999.
7. Programme of cycle based summer 'play schemes' for young people from summer of 1999.
8. Subsidise advertising in local press of Camden based leisure rides (could be organised and run by CCC, some 'themed' rides - eg local history)
9. Information:
 1. Produce well designed LCN map. First version by Spring 1998 covering just Camden; second by Spring 2000 extending into surrounding boroughs (eg 5 mile radius from Camden Town).
 2. Add cycling information pages to council web-site by summer 1998.
 3. Ensure all council material involving maps or directions include appropriate references to LCN or other cycle routes.
 4. Encourage other organisations which are responsible for significant levels of traffic generation to provide similar information for cyclists.
 5. Cycle-friendly employers measures (cf new Green Transport Roundtable) - eg providing on-street cycle parking, other local facilities
 6. Pothole/cycle facility defect hot line/answering machine
 7. Practical support for council's Bicycle User Group (BUG), and assist establishment of other employer BUGs.



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Appendix A

Documents used in the preparation of this report

- Transport Policies & Programmes 1998/99;
- Camden Plan 1997;
- Draft Unitary Development Plan;
- 1997 Road Traffic Reduction Act;
- National Cycling Strategy: Department of Transport (7/1997);

- PPG12 & PPG13 Planning Policy Guidance: Department of Environment;
- RPG3 Strategic Guidance for London Planning Authorities : LPAC;
- Taking Cycling Seriously: Association of Metropolitan Authorities (1993)

Further reference material

- Clearing Camden's Air (1996)
- Road Traffic Reduction (National Targets) Bill 1997
- Draft Sustainable Transport Policy (Camden, 1997)
- Cycle Friendly Infrastructure (DoT/IHT/BA/CTC, 1996)
- London Cycle Network - The Way Forward (LCC, 1994)
- BikeFrame : A model Cycling Policy (CTC, 1997)
- Cycle Design Guidelines (CCC, 1994)
- Cycle Parking (CCC report, March 1997)
- Department of Transport Advisory Leaflets:
- Cyclists at Road Narrowings (1/97)
- Cycling Bibliography (9/96)
- Further Development of Advance Stop Lines (5/96)
- Bike and Ride (3/96)
- Traffic Models for Cycling (8/95)
- Traffic Islands for Speed Control (7/95)
- Cycle Routes (3/95)
- Toucan Crossing for Pedestrians & Cyclists (10/93)
- Advance Stop Lines for Cyclists (8/93)



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Appendix B

Cycling Officer Job Description

(with minor amendments) from "Taking Cycling Seriously", Association of Metropolitan Authorities.

Purpose of job

To help improve conditions for cyclists as part of an integrated approach to transportation policy.

Duties & Responsibilities

Cycling Policy Development

1. Assist with the development of existing policy and strategy.
2. Assist with the initiation of new policies, strategies & schemes.
3. The monitoring of progress on the above.

Cyclist & Pedestrian Liaison Committee, and other committees

1. Prepare agenda & minutes for the Cyclist and Pedestrian Liaison Committee.
2. Prepare reports for committees on relevant matters.

Data collection & monitoring

1. Monitor levels of cycle use, both generally, and in relation to specific cycle schemes.
2. Collate other appropriate cycling data, eg on accidents, and analyse/disseminate as necessary.

Cycle route planning etc.

1. Develop and initiate programmes for cycle routes, traffic management and accident remedial measures to assist cyclists throughout the borough.
2. Assist cyclists within the authority area.

3. Champion (consider) cyclists' needs in new highway schemes.
4. Identify locations for cycle parking facilities.
5. Conduct surveys and public consultation in relation to the above schemes.
6. Provide advice (internally) on "good practice" for cycle scheme planning.
7. Advise on implications for cyclists of traffic management & traffic calming techniques.
8. Liaise with the appropriate officers for the detailed design of schemes.
9. Organise fact finding cycling excursions for officers.
10. Responsible for maintenance and road-worthiness of officers' cycle pool

Promotion & publicity

1. Publicise cycle facilities and advisory cycle routes as agreed by elected members.
2. Assist with the promotion of cycling for transport, recreational and health purposes.
3. Liaise with Road Safety Officers regarding cyclist training.

Transportation Policy & Planning

1. Integrate policy on cycling with the Council's other transport, development and leisure policies.
2. To assist with other areas of transportation policy and planning work as instructed by the team leader.

Contacts

1. Other Sections within the Environment Department.
2. Other council Departments (particularly Leisure, Education & Housing).
3. Elected members.
4. Department of Transport & Government Office for London.
5. Borough Cycling Officers Group.
6. Traffic management departments in boroughs sharing borders with Camden.
7. Cyclist and Pedestrian Liaison Committee.
8. Camden Cycling Campaign.

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